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(For details see Sales Management's analysis in this issue.)

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SURVEY OF SPENDING POWER

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NATIONAL BROADCASTING CO., INC.

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SALES MANAGEMENT SURVEY OF SPENDING POWER

TOTAL SPENDABLE MONEY INCOME FROM ALL SOURCES; OFFICIAL RETAIL SALES FIGURES; NEW PASSENGER CAR SALES BY COUNTIES AND CITIES OF 10,000 POPULATION AND OVER

SPENDABLE Money Income rose to a peak in 1929, fell to a depression low in 1932, and during 1934 recovered approximately half of the loss since the boom days. The national Spendable Income of 1934 was up approximately 28% over the previous year. Produced income increased 25% and the balance was made up of Federal allotments and the moneys paid out of the savings and surpluses of business institutions including dividends paid but not earned, and borrowings on life insurance policies.

Prior to 1930 the country always had a produced income in excess of its needs, or at least greatly in excess of its spending. This amounted to nearly two billion dollars in 1929. Beginning in 1930, produced income fell short of our economic needs, and some five billion dollars were paid out of savings and surpluses. This increased to nine and one-half billions in 1932, and was not far short of that sum in 1934.

SALES MANAGEMENT estimates for 1934 a 28% increase in Spendable Money Income which correlates closely with increases in other indices. Sales of new passenger cars, for example, showed a gain of 26.5%; wages were up 24%; bank debits, 25%. Ray B. Prescott, and his associates of SALES MANAGEMENT's statistical staff, made a

The outstanding feature of every Survey of Spending Power SALES MANAGEMENT has published is the exclusive and original estimate of SPENDABLE MONEY INCOME, which we define as follows:

"Spendable Money Income is the money received for goods and services produced and rendered during the calendar year, plus Federal allotments, and the money paid out of savings and surpluses of business institutions."

Spendable Money Income answers the question, "How much money is there to spend?" A more detailed description of Spendable Money Income will be found in the following pages. The columns devoted to retail sales tell how much money was spent in 1933, the year covered by the Federal Retail Census of last year. The question of how much was spent in 1934 is answered to a considerable extent by the unit sales of new passenger cars, and the increase over 1933.

justifies the belief that these figures provide the means of removing many of the elements of doubt which have long surrounded the task of estimating the potential value of markets. One hundred per cent accuracy, is, of course, impossible—but in the data presented herewith the margin of error is reduced to a minimum and the element of blind chance is almost entirely eliminated.

As has been true in the past, unrelated figures have been eliminated from these tables. While we know a great deal about any community or country when we know how many

fifteen-year study of the correlation of national income and passenger car sales, which shows a relationship averaging 94%. In ten years out of the last fifteen the variation was less than 5%. We mention this because of its importance in estimating changes during 1935. If automobile sales continue to climb, it is a certainty that national income is climbing, and the relative changes in automobile car sales, district by district, are a good rule-of-thumb index of the changes in purchasing power in the same districts.

Over a period of years, manufacturers, advertising agencies and publishers have demonstrated by actual tests the substantial accuracy of the figures in the several editions of the Survey of Spending Power, and the testimony furnished us by these subscribers

people reside in it, how many telephones are at their disposal, how many homes are wired, how many dollars are deposited in their banks, the value of the products turned out by their factories, the number of newspapers and magazines that they buy, the number of retail stores that serve them, etc., etc., yet all of these items are only signs that part of the population is able to live in comparative comfort. But when there is need of ascertaining with some degree of definiteness the volume of merchandise that may safely be offered in any community or in any trading area (section composed of several counties)—in other words, when the demand is for precise information as distinguished from general standards of living—in all such cases only the two factors of what has been spent and what there is to spend can fill the bill satisfactorily.

Sources of Material and Description of Pages 418-504 Inclusive

At the bottom of this page we have reproduced a fragment of one of the data pages for easy reference in checking the following explanations of subject headings.

POPULATION—1930 Census figures are used throughout. The first column shows, in thousands, the population of the "city ABC" zones of each city of 10,000 population. This is the official population figure of the territory accepted by the Audit Bureau of Circulations as the city zone, and in general this may be defined as the city plus its immediate suburban area. It should not be confused with the larger area generally called "trading zone." . . . The next column gives, also in thousands, the official population within the corporate limits of the city. . . . County populations are given in full.

The column headed "Percentage U. S. A. Population" was worked out by our statistical staff with the particular purpose of providing a quick check against similar computations for retail sales and spendable money income. Municipal population figures were used in working out these percentages. At a glance subscribers can tell whether a given county or city has retail sales or spendable money income exceeding normal.

RETAIL SALES—The first column, giving total retail sales in thousands of dollars, was taken from official Government figures. The eight columns which follow are computations made by our statistical staff. We believe that the per capita figure will be particularly valuable in picking the good counties and cities. Each city and county may be compared with any or all of the following per capita averages: National, state, sectional.

The Index Number figure tells much the same story in a different way: The U. S. A. is 100. If the city or county is 110, it means that it is 10% above the national average. If it is 90, it means that it is 10% below, etc.

Under Foods is included: Candy and confectionery stores; dairy products—milk dealers; delicatessen stores;

fruit stores—vegetable markets; grocery stores (without meat); combination stores (grocery and meat); meat—sea food markets; bakeries—caterers; beer—liquor stores; other food stores.

Under General Merchandise is included: Department stores; dry goods stores; general merchandise stores; variety stores.

Under Clothing is included: Men's stores; family clothing stores; women's specialty shops; furriers—fur shops; millinery stores; custom tailors; other accessory stores; shoe stores.

Under Automotive is included: Motor—vehicle dealers; accessories, tire, battery dealers; filling stations; motorcycle—bicycle dealers; garages.

Under Drugs is included: Only sales of drug stores proper, not including drug departments of department stores, etc.

The five columns headed "Percentage of U. S. A. Total" show the relative importance of each city over 10,000 in these five most important classifications of retail sales. The percentage figures are directly comparable with the other city percentage figures in the table—population and total retail sales. At a glance one can see the relative importance, city by city, in each class of trade, and also in an individual city differences will be noted between the various types of products.

All city figures contain, of course, a varying percentage of sales coming from residents of rural sections who do their major shopping in trading centers. The per capita figures should be read then, with the understanding that they do not clearly express the actual purchases made by residents of rural counties.

The sample city shown below, for example, is very strong in clothing and general merchandise sales (as measured against its percentage of population and percentage of total retail sales), but less strong on the other classifications, although on each of these its percentage is markedly higher than its percentage of the population.

ALL SPENDABLE MONEY INCOME, 1934—The first column under this heading shows in thousands of dollars the Spendable Money Income for 1934 from all sources, such as wages, salaries, fees and commissions of every sort, business profits, dividends and interest, Federal allotments, and all miscellaneous items of income. The income is gross income before taxes are paid.

The phrase, "money income," means income received in dollars, as distinguished from service compensation of an individual or members of a family, for which there is no money consideration. It does not take into account either inventory gains or losses, which most economists omit from spendable money income, and products used on farms for household, feed, seed and waste. Exclusion of consumed food products accounts partially for the relatively lower per capita income in agricultural counties, as compared with those sections which are highly urban.

SPECIMEN TABULATION OF DATA SHOWN IN THIS BOOK

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change	
	Zone	Municipal							Food	Clothing	Automotive	General Mdse.	Drugs							
Hampden Springfield	149.9	149.9	335,496	.2732 .1220	92,369 56,010	.3689 .2316	275 387	134.8 189.7						237,704	.3911	709	5,267	4,279	23.0	
STATE TOTAL							281	137.7								664				11.5
U. S. A. TOTAL							204									500				26.5

Our estimate of the country's total net income is based on the most careful estimates obtained from Government sources and cross-checked against the figures published by the National Bureau of Economic Research. Following the practice of previous editions of the Survey of Spending Power, the apportionment of the national income by states is based on income tax returns as published by the Bureau of Internal Revenue. As these figures constitute about 40% of total income, it follows that the total income will be distributed on the same basis for each state as the 40%. This has been proved by correlation and by the Government census of retail sales, where the percentage of states followed very closely the estimates of spendable money income made by SALES MANAGEMENT over a period of years.

After apportioning to each state its share of the total national income, the total state incomes are distributed by counties on the ratio of the number of returns that each county has, to the total income returns of the state.

For the convenience of subscribers, we have translated the spendable money income into the counties' percentage of U. S. A. and per capita.

NEW PASSENGER CAR SALES—The sources of these unit sales figures are the registration lists compiled by R. L. Polk & Company, copyrighted by them, and supplied for publication purposes exclusively to SALES MANAGEMENT. From these figures readers can determine both the density of automobile sales on a per hundred or per thousand basis, and also see at a glance the relative change from 1933 to 1934.

Suggestions for Using These Figures

The following uses are among those reported by readers of the data contained in these surveys:

- Allocating Advertising by Districts
- Determining Market Potentials
- Setting Sales Quotas
- Checking Media Circulations Against Income and Sales
- Checking Salesmen's Results Against Potentialities
- Furnishing Spending Power Data to Dealers
- Determining Markets for Intensive Cultivation
- Servicing Agency Accounts
- Defining Sales Territories
- Appointing Exclusive Distributors

Where the family unit is important in determining probable sales of articles in commonest use, the population as shown in this book can be divided by 4.1, the average number of members of American families, and per capita figures on income can be translated in the same manner. It should be borne in mind, however, that 4.1 is an average figure only, and that in large cities, for example, with many hotel and apartment house dwellers, it may be misleading. Figures on the actual number of families in each county or city (as determined by the census) may be obtained from the Department of Commerce.

The county tables of Spendable Income or retail sales can be used advantageously in making plans for distribution of goods or selling campaigns by applying them to the specific sections chosen for operations. Where the trading area of a given major market does not break county lines, readers will not find it a hard task to assemble and total up the county figures as published herewith. Where trading areas include fragments of counties, sufficiently accurate estimates of the buying power of any fragment can be made by applying the population percentage of the cities within the fragment, against the total county income. In other words, if city "A" has 40% of the population of county "X," it is almost sure to have at least that percentage of the county's income. Usually the city percentage is higher.

Sample Analysis of a City Market

As an example of the valuable market facts in this survey, let us illustrate with a market chosen from the first section, New England. We will take the county of Hampden and the city of Springfield. Refer to the table at the foot of the facing page.

First a glance at the "% of U. S. A." columns. The county has a retail sales percentage nearly half again as great as its percentage of the population—thus stamping it as a better than average market, and its percentage of Spendable Money Income is even greater. The city's percentage of retail sales makes a more favorable showing than the county, being roughly 50% greater than its population percentage.

Now let's look at the total retail sales figures. The per capita figures show that the state of Massachusetts is better than the nation, the county is about the same as the state, and the city is better than any of the others. Expressed in index numbers (next column) it is 89.7% better in retail sales than the nation.

The breakdown of retail sales into the five major groups shows that in each classification Springfield's percentage is higher than the normal index of population. It has .122% of the population, and .303% of the general merchandise sales, for example.

In Spendable Money Income, the per capita of the state is better than the nation, and the county better than the state—the county being more than 40% better than the average county.

In new passenger car sales, the state is below the national average in percentage gain, the county well over the state, and approximately equal to the nation. Compared with other major counties in the New England area the gain is good, and also when compared with other urban counties (the best gains last year were made in farming sections). Sales of new cars for the U. S. A. in 1934 were 15.4 per 1,000 people (U. S. A. population divided into the total new car sales of 1,889,000). Hampden County sales were 15.7 per 1,000.

As a check against your own sales figures—how does Hampden county's percentage of your total sales compare with its percentage of the nation's total retail sales or Spendable Money Income? Unless it is as high the presumption is that something is wrong. What percentage of your total advertising appropriation goes into Springfield? Considering the proved receptivity of the market, is it enough?

Other comparisons for Hampden county and/or the city of Springfield may be made with (a) other cities and counties in Massachusetts, (b) with other cities and counties in New England, (c) with cities and counties of comparable population in other sections of the country.

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1934 Summary by States of Automobiles and All Retail Sales

STATES	POPULATION (1)		AUTOMOBILES							RETAIL SALES				
	July 1, 1934 (000 omitted)	% of U. S.	1934 Passenger Car Sales (2)				% Increase all Cars 1934 over 1933	1934 Truck Sales (2)	1934 Passenger Car Registrations per 1,000 population	1929 (3)	1933 (3)	1934 (4)	1934 % of the U. S.	1934 Per Capita
			Under \$650	\$651-\$850	\$851-\$1250	Over \$1250								
NEW ENGLAND														
Connecticut.....	1,655	1.309	17,310	5,385	3,160	1,042	12.9	6,124	183	768,510	430,526	517,385	1.615	312
Maine.....	804	.636	7,658	2,528	1,115	272	27.5	4,262	179	307,627	184,386	225,440	.704	260
Massachusetts.....	4,335	3.429	45,909	15,080	7,253	2,294	11.5	12,887	157	2,054,976	1,195,161	1,448,774	4.522	334
New Hampshire.....	470	.372	5,316	1,610	787	198	19.9	2,731	195	184,285	111,799	129,557	.404	275
Rhode Island.....	705	.558	8,191	1,932	1,345	367	10.0	2,035	176	318,295	167,288	192,298	.600	272
Vermont.....	361	.286	3,246	1,012	494	140	29.6	2,048	182	152,176	78,600	94,458	.295	261
TOTAL.....	8,330	6.590	87,630	27,997	14,154	4,313	14.0	30,087	160	3,785,669	2,167,760	2,607,912	8.140	311
MIDDLE ATLANTIC														
New Jersey.....	4,231	3.346	39,443	12,591	6,779	2,248	8.1	11,444	174	1,843,545	1,016,928	1,222,093	3.814	288
New York.....	13,059	10.329	112,673	37,123	21,033	7,506	2.0	30,383	150	7,070,414	3,739,992	4,494,535	14.027	344
Pennsylvania.....	9,826	7.772	100,319	27,749	14,264	4,633	21.2	29,891	148	3,803,940	1,876,899	2,360,064	7.366	240
TOTAL.....	27,116	21.447	252,435	77,463	42,075	14,387	9.6	71,718	157	12,717,899	6,633,819	8,076,892	25.207	296
EAST NORTH CENTRAL														
Illinois.....	7,876	6.229	73,708	21,090	11,045	3,244	27.9	17,584	163	3,711,903	1,728,880	2,377,015	7.419	301
Indiana.....	3,304	2.613	39,257	8,844	4,274	772	32.3	11,123	204	1,222,384	569,972	819,244	2.557	247
Michigan.....	5,093	4.028	81,532	17,474	8,388	2,363	28.1	16,281	201	2,226,398	949,137	1,443,495	4.505	283
Ohio.....	6,836	5.407	93,197	22,189	10,545	2,514	26.9	20,487	211	2,864,831	1,442,132	1,808,433	5.644	264
Wisconsin.....	3,005	2.377	28,981	7,438	3,832	757	44.9	9,313	194	1,237,442	623,952	815,037	2.544	271
TOTAL.....	26,114	20.654	316,675	77,035	38,084	9,650	29.6	74,788	165	11,262,958	5,314,073	7,263,224	22.669	278
WEST NORTH CENTRAL														
Iowa.....	2,485	1.965	29,881	5,797	2,514	427	41.5	9,860	237	972,136	479,695	731,102	2.282	294
Kansas.....	1,905	1.507	25,520	4,518	2,431	366	35.9	7,170	236	744,586	329,178	412,788	1.288	216
Minnesota.....	2,802	2.058	29,218	4,924	2,788	643	21.9	9,255	228	1,051,830	585,102	721,489	2.252	277
Missouri.....	3,678	2.909	42,161	8,305	4,133	986	21.4	12,920	172	1,448,220	759,125	920,211	2.872	250
Nebraska.....	1,395	1.103	17,222	2,961	1,369	226	32.8	5,411	244	562,945	274,575	358,664	1.119	257
North Dakota.....	698	.544	6,370	852	402	69	46.2	2,389	204	234,540	108,087	135,372	.422	212
South Dakota.....	705	.558	5,468	1,141	521	67	48.4	2,252	206	255,197	106,196	133,170	.416	188
TOTAL.....	13,456	10.645	155,940	28,498	14,158	2,784	30.2	49,257	218	5,269,554	2,641,956	3,412,796	10.651	255
SOUTH ATLANTIC														
Delaware.....	242	.191	3,278	907	511	172	18.2	1,115	185	103,512	57,910	72,619	.227	300
Dist. of Columbia.....	497	.393	13,375	3,167	1,497	484	28.9	1,979	327	336,262	241,515	290,240	.906	583
Florida.....	1,575	1.246	20,188	3,845	2,130	554	49.1	8,046	176	504,523	288,804	362,160	1.130	229
Georgia.....	2,911	2.302	26,814	3,897	1,955	569	37.8	7,921	109	635,440	352,916	442,556	1.381	152
Maryland.....	1,671	1.322	18,349	3,793	3,232	556	23.5	5,457	172	619,573	384,384	482,018	1.504	288
North Carolina.....	3,301	2.611	37,848	5,273	2,296	534	57.4	11,185	144	653,419	363,111	493,286	1.540	149
South Carolina.....	1,750	1.384	16,442	2,319	497	638	36.4	4,228	84	300,220	186,215	252,974	.790	144
Virginia.....	2,446	1.935	25,259	3,965	1,734	414	41.4	8,508	127	600,929	358,102	449,059	1.402	183
West Virginia.....	1,786	1.413	16,362	3,683	1,642	342	43.7	5,847	93	447,877	244,071	306,065	.955	171
TOTAL.....	16,179	12.797	177,915	30,849	15,494	4,263	40.4	54,286	157	4,201,755	2,477,028	3,150,977	9.835	195
EAST SOUTH CENTRAL														
Alabama.....	2,710	2.143	21,766	2,295	1,239	260	76.1	8,051	70	527,101	250,384	345,380	1.078	127
Kentucky.....	2,657	2.102	20,121	3,580	1,782	406	27.4	6,815	106	587,340	304,605	381,975	1.192	143
Mississippi.....	2,057	1.627	14,052	1,206	537	109	49.6	5,414	85	413,737	140,855	191,352	.597	93
Tennessee.....	2,676	2.117	22,811	3,285	1,615	366	41.2	6,366	113	643,817	330,079	413,919	1.292	154
TOTAL.....	10,100	7.989	78,750	10,366	5,173	1,141	46.1	26,646	90	2,171,995	1,025,923	1,332,626	4.159	132
WEST SOUTH CENTRAL														
Arkansas.....	1,876	1.484	13,547	1,509	589	112	35.5	4,960	90	412,680	180,095	244,660	.764	130
Louisiana.....	2,166	1.713	19,276	2,348	1,351	297	42.8	5,359	92	476,643	264,123	320,170	.999	147
Oklahoma.....	2,475	1.958	30,539	5,617	2,620	601	36.2	8,944	158	795,028	341,774	428,585	1.338	176
Texas.....	6,073	4.803	86,268	12,506	6,183	1,665	32.5	24,854	270	2,043,020	965,561	1,362,165	4.251	224
TOTAL.....	12,590	9.958	149,630	21,980	10,743	2,675	34.8	44,117	153	3,727,371	1,751,553	2,355,580	7.352	187
MOUNTAIN														
Arizona.....	457	.362	4,661	1,129	567	115	78.6	2,167	173	198,620	76,250	111,554	.348	244
Colorado.....	1,056	.835	13,726	2,919	1,654	402	59.3	5,196	226	466,959	233,014	316,549	.968	299
Idaho.....	448	.354	5,603	1,096	443	74	108.4	2,817	185	169,087	87,406	137,009	.428	305
Montana.....	537	.425	7,105	1,803	758	123	61.6	4,215	184	243,828	112,382	152,671	.476	284
Nevada.....	94	.074	1,729	463	217	48	85.0	638	168	50,401	28,680	42,510	.132	452
New Mexico.....	437	.346	5,039	732	433	94	69.5	3,150	152	119,759	53,944	76,100	.238	174
Utah.....	520	.411	4,908	1,261	601	117	46.4	2,530	164	196,559	91,968	129,743	.405	249
Wyoming.....	232	.184	3,246	855	348	64	53.2	1,799	224	103,437	55,970	76,035	.237	327
TOTAL.....	3,781	2.991	46,017	10,258	5,021	1,037	65.9	22,512	184	1,548,650	739,614	1,042,171	3.252	276
PACIFIC														
California.....	6,158	4.871	81,675	19,702	11,454	3,290	18.4	20,496	310	3,210,863	1,692,879	2,034,417	6.349	330
Oregon.....	990	.783	10,228	2,560	1,238	283	41.4	3,780	253	455,931	224,447	293,184	.915	296
Washington.....	1,608	1.272	15,658	4,782	2,242	438	39.0	6,199	222	761,808	368,171	480,924	1.501	299
TOTAL.....	8,756	6.928	107,561	27,044	14,934	4,011	23.0	30,475	262	4,426,602	2,285,497	2,808,525	8.785	321
U. S. TOTAL.....	126,425	100.000	1,372,553	311,906	159,836	44,261	26.5	403,886	170	49,114,653	25,037,225	32,050,503	100.000	254*

(1) Estimates of Bureau of the Census. (2) R. L. Polk & Co. (3) Bureau of the Census. (4) SALES MANAGEMENT estimates.
*Per capita for 1933, figured on 1930 population figures, is \$204.

Summary by States and Sections of Spendable Money Income (Including statistics on tax returns and other major business indices)

STATES	SPENDABLE MONEY INCOME (5)			Net Income Tax Returns (6) 1932	% Increase in Employ- ment (7) 1934-1933	% Increase in Payrolls 1934- 1933 (7)	Radio Homes (8)	Families on Relief (9) Jan. 1935	% Total Families in State (9)
	1934	% of U. S.	Per Capita (Based on 1934 Population)						
NEW ENGLAND									
Connecticut.....	981,184	1.6145	611	274,909	1.5	6.0	339,845	40,933	10.5
Maine.....	261,175	.4296	327	62,981	12.9	16.5	136,840	16,675	8.4
Massachusetts.....	2,822,558	4.6445	664	735,391	8.9	12.5	903,467	160,000	15.7
New Hampshire.....	185,885	.3058	400	43,855	24.0	32.6	94,186	6,584	5.5
Rhode Island.....	368,250	.6060	536	101,863	35.8	41.2	148,961	16,784	10.2
Vermont.....	165,956	.2730	461	27,542	33.3	45.7	61,274	6,836	7.6
TOTAL.....	4,785,008	7.8734	574	1,246,541	10.7	19.9	1,684,573	247,812	13.3
MIDDLE ATLANTIC									
New Jersey.....	2,427,433	3.9943	601	689,687	21.1	19.0	885,684	144,167	14.6
New York.....	10,902,507	17.9393	866	2,801,631	7.3	14.2	2,928,870	472,780	15.0
Pennsylvania.....	5,117,806	8.4185	531	1,023,234	2.7	7.0	1,913,349	385,896	12.8
TOTAL.....	18,447,746	30.3501	680	4,514,552	7.2	11.9	5,738,103	1,002,863	15.7
EAST NORTH CENTRAL									
Illinois.....	4,600,023	7.5693	603	872,941	31.3	38.7	1,647,283	317,700	16.4
Indiana.....	1,386,272	2.2811	428	168,608	26.2	28.5	597,696	114,267	13.6
Michigan.....	2,352,276	3.8707	486	349,800	60.0	59.8	919,946	186,630	15.8
Ohio.....	3,336,992	5.4910	502	556,313	19.7	30.4	1,336,547	276,987	16.4
Wisconsin.....	1,421,687	2.3393	484	203,833	5.1	12.9	489,602	101,542	14.3
TOTAL.....	13,097,250	21.5514	502	2,151,495	29.9	37.0	4,991,074	997,146	15.7
WEST NORTH CENTRAL									
Iowa.....	1,146,555	1.8867	464	109,842	22.4	30.7	459,988	61,065	9.6
Kansas.....	778,527	1.2811	414	73,547	-19.5	-26.0	319,714	75,898	15.7
Minnesota.....	1,252,326	2.0607	488	173,772	12.5	21.7	441,164	102,560	16.9
Missouri.....	1,519,150	2.4998	419	290,702	41.6	54.3	649,040	148,890	15.9
Nebraska.....	609,678	1.0032	442	66,007	40.1	44.0	244,503	45,944	13.4
North Dakota.....	238,080	.3918	350	18,182	5.6	9.9	84,138	41,260	28.5
South Dakota.....	230,002	.3785	332	17,956	29.0	24.5	103,342	60,301	37.4
TOTAL.....	5,774,318	9.5018	429	750,008	18.8	23.6	2,301,889	535,918	16.2
SOUTH ATLANTIC									
Delaware.....	146,699	.2414	615	46,026	13.2	12.5	45,898	4,595	7.7
Distriet of Columbia.....	446,892	.7354	918	213,476	2.1	3.5	121,787	14,969	11.9
Florida.....	577,833	.9508	394	88,452	28.1	31.6	200,674	70,900	18.8
Georgia.....	810,775	1.3341	279	92,883	10.3	7.7	260,011	77,097	11.8
Maryland.....	835,607	1.3749	512	265,619	17.0	22.4	318,877	41,465	10.7
North Carolina.....	960,459	1.5804	303	76,990	7.2	2.0	266,924	68,698	10.7
South Carolina.....	472,287	.7771	272	29,081	6.6	.5	142,706	61,338	16.8
Virginia.....	679,015	1.1173	280	122,228	11.8	13.3	301,894	44,474	8.4
West Virginia.....	561,045	.9560	336	73,660	19.0	17.0	239,227	87,401	23.4
TOTAL.....	5,510,612	9.0674	341	1,008,415	22.7	12.3	1,897,998	470,937	13.4
EAST SOUTH CENTRAL									
Alabama.....	548,041	.9018	207	54,020	11.0	15.6	216,979	55,715	9.4
Kentucky.....	702,262	1.1556	269	89,485	18.6	22.0	300,877	102,381	16.8
Mississippi.....	382,508	.6294	141	21,585	12.5	21.7	113,989	60,153	12.8
Tennessee.....	768,557	1.2647	294	88,515	24.9	26.6	312,491	67,693	11.3
TOTAL.....	2,401,368	3.9515	238	253,605	19.0	22.8	944,336	285,942	12.6
WEST SOUTH CENTRAL									
Arkansas.....	438,240	.7211	236	24,716	23.4	39.8	122,989	77,548	17.7
Louisiana.....	590,792	.9721	281	92,164	26.8	32.3	258,420	42,556	8.8
Oklahoma.....	849,715	1.3982	355	83,367	11.5	15.7	291,595	139,640	24.7
Texas.....	2,395,347	3.9415	411	279,533	21.3	21.4	733,128	252,844	18.3
TOTAL.....	4,274,094	7.0329	339	479,780	21.1	23.7	1,406,132	512,588	17.9
MOUNTAIN									
Arizona.....	181,865	.2993	418	23,355	32.6	37.2	53,518	19,419	18.3
Colorado.....	559,791	.9211	540	82,078	19.8	22.7	186,598	54,046	20.2
Idaho.....	190,954	.3142	429	13,689	-11.6	-13.3	74,284	23,775	22.0
Montana.....	247,636	.4075	461	26,222	-5.2	-6.3	86,011	23,784	17.5
Nevada.....	50,705	.0834	557	10,868	70.0	73.6	16,370	2,917	11.4
New Mexico.....	125,295	.2062	296	14,666	34.8	27.4	43,394	29,570	30.0
Utah.....	232,419	.3824	458	27,028	1.9	6.7	84,293	26,536	22.9
Wyoming.....	109,219	.1797	484	16,190	1.5	1.2	33,522	7,945	13.9
TOTAL.....	1,697,884	2.7938	449	216,096	11.9	13.5	577,990	187,992	20.6
PACIFIC									
California.....	4,013,192	6.6037	702	841,048	6.6	3.8	1,369,365	206,781	12.8
Oregon.....	519,992	.8556	545	60,520	18.5	23.2	211,103	33,442	12.6
Washington.....	881,534	1.4505	564	133,697	19.6	26.9	333,236	52,419	12.4
TOTAL.....	5,414,718	8.9098	618	1,035,265	9.9	9.2	1,913,704	292,642	12.7
UNITED STATES TOTAL.....	61,402,998	100.000	486*	11,655,757	15.8	19.7	21,455,799	4,533,840	15.2

(5) SALES MANAGEMENT estimates (6) Treasury Department (7) U. S. Bureau of Labor Statistics, Sept., 1934, (8) Columbia Broadcasting System estimate as of Jan. 1, 1935, (9) Federal Emergency Relief Administration.

*Per capita income based on 1930 population figures, used in county figures, is \$500.

The 1935 Study of Spendable Money Income for 1934

For explanation of these columns, sources of the data, and suggestions on uses, see pages 413—415.

New England States

MAINE

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change	
	Zone	Municipal							Food	Clothing	Auto- motive	General Mdse.	Drugs							
Androscoggin.....			71,214	.0580	18,121	.0723	254	124.5						26,729	.0439	375	1,035	992	4.3	
Auburn.....		18.5		.0151	2,044	.0081	110	53.9	.015	.002	.003		.009							
Lewiston.....	53.5	34.9		.0284	13,674	.0546	391	191.6	.045	.083	.051	.089	.039							
Aroostook.....			87,843	.0715	13,713	.0547	156	76.5						23,388	.0384	266	894	323	176.8	
Cumberland.....			134,645	.1096	44,540	.1778	331	162.3						57,926	.0953	430	2,646	2,205	20.0	
Portland.....	84.6	70.8		.0576	31,522	.1259	445	218.1	.111	.202	.140	.131	.096							
South Portland.....		13.8		.0112	1,996	.0079	144	70.6				.011	.014							
Westbrook.....		10.6		.0088	2,470	.0098	229	112.3	.014	.007	.009	.004	.012							
Franklin.....			19,941	.0162	3,896	.0155	195	95.6						5,172	.0085	259	271	276	-1.8	
Hancock.....			30,721	.0250	7,632	.0304	248	121.6						8,964	.0147	292	481	407	18.2	
Kennebec.....			70,691	.0575	17,565	.0701	248	121.6						23,352	.0382	330	1,163	877	32.6	
Augusta.....	19.8	17.1		.0140	5,295	.0211	308	150.1	.024	.034	.027	.008	.016							
Waterville.....	15.4	15.4		.0125	6,070	.0242	393	192.6	.022	.020	.016	.032	.019							
Knox.....			27,693	.0225	7,108	.0283	257	126.0						9,384	.0154	338	342	282	30.5	
Lincoln.....			15,498	.0126	3,254	.0129	210	102.9						4,650	.0076	300	177	175	1.1	
Oxford.....			41,483	.0337	7,457	.0297	180	88.2						12,443	.0204	300	543	422	28.7	
Penobscot.....			92,379	.0752	23,405	.0934	253	124.0						31,237	.0514	338	1,328	1,048	26.7	
Bangor.....	36.2	28.7		.0234	13,844	.0552	482	236.3	.043	.082	.066	.063	.047							
Piscataquis.....			18,231	.0148	3,157	.0126	173	84.8						4,720	.0077	259	241	185	30.3	
Sagadahoc.....			16,927	.0137	3,963	.0158	234	114.7						4,792	.0078	283	246	166	48.2	
Somerset.....			39,111	.0318	6,181	.0246	158	77.5						12,793	.0210	327	449	305	47.2	
Waldo.....			20,286	.0165	3,097	.0123	153	75.0						4,735	.0077	233	228	149	53.0	
Washington.....			37,826	.0308	5,744	.0229	152	74.5						7,515	.0123	198	364	307	18.6	
York.....			72,934	.0594	15,553	.0621	213	104.4						23,375	.0384	320	1,165	975	19.5	
Biddeford.....	25.0	17.6		.0143	5,048	.0201	286	140.2	.026	.026	.012	.018	.018							
STATE TOTAL.....			797,423	.6495	184,386	.7384	231	113.2	.796	.730	.807	.525	.543	261,175	.4295	327	11,573	9,074	27.5	

NEW HAMPSHIRE

Belknap.....			22,623	.0184	5,848	.0233	258	126.5						9,959	.0163	440	366	323	13.3
Laconia.....	12.4	12.4		.0102	3,594	.0143	288	141.2	.015	.013	.014	.011	.015						
Carroll.....			14,277	.0116	2,983	.0119	209	102.5						4,885	.0080	342	313	259	20.8
Cheshire.....			33,685	.0274	5,901	.0235	175	85.8						11,733	.0193	348	632	502	25.9
Keene.....	13.7	13.7		.0112	3,742	.0149	271	132.8	.016	.011	.017	.016	.012						
Coos.....			38,959	.0325	7,581	.0302	195	95.6						14,141	.0232	363	530	312	69.9
Berlin.....		20.0		.0163	4,009	.0160	200	98.4	.022	.019	.008	.017	.012						
Grafton.....			42,816	.0349	11,324	.0452	264	129.4						16,531	.0272	373	803	642	25.1
Hillsborough.....			140,165	.1142	35,238	.1407	251	123.0						63,024	.1037	448	2,128	1,756	21.2
Manchester.....	76.8	76.8		.0626	21,434	.0856	279	136.8	.109	.104	.078	.068	.073						
Nashua.....	31.4	31.4		.0256	8,656	.0345	275	134.8	.045	.030	.028	.029	.033						
Merrimac.....			56,152	.0457	14,366	.0573	256	125.5						20,637	.0339	368	1,053	954	10.4
Concord.....	25.2	25.2		.0205	9,228	.0368	366	179.4	.039	.025	.043	.025	.026						

NEW HAMPSHIRE—(Continued)

COUNTIES Cities over	POPULATION				RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change	
	Zone	Municipal							Food	Clothing	Auto- motive	General Mdse.	Drugs							
Rockingham			53,750	.0438	13,349	.0533	248	121.6						20,406	.0335	380	963	873	10.3	
Portsmouth	14.4	14.4		.0118	5,868	.0234	405	198.5	.028	.027	.018	.020	.024	15,253	.0251	395	731	682	7.2	
Strafford			38,580	.0314	10,077	.0402	261	127.9												
Dover	13.5	13.5		.0111	5,294	.0211	390	191.2	.020	.027	.020	.016	.019							
Rochester		10.2		.0083	2,664	.0106	261	127.9	.013	.012	.016	.008	.009							
Sullivan			24,286	.0198	5,132	.0205	211	103.4						9,316	.0153	384	392	294	33.3	
Claremont	12.3	12.3		.0101	2,996	.0119	242	118.6	.012	.012	.013	.014	.010							
STATE TOTAL			465,293	.3797	111,799	.4465	240	117.6	.520	.372	.457	.287	.420	185,885	.3058	404	7,911	6,597	19.9	

VERMONT

Addison			17,952	.0146	2,985	.0119	166	81.4						5,809	.0095	323	216	150	44.0
Bennington			21,855	.0176	5,044	.0201	233	114.2						11,122	.0183	514	381	311	22.5
Caledonia			27,253	.0222	5,562	.0222	204	100.0						11,652	.0191	428	387	287	34.8
Chittenden			47,471	.0387	13,641	.0544	287	140.7						25,267	.0416	533	741	553	34.0
Burlington	24.7	24.7		.0202	10,800	.0431	436	213.7	.039	.056	.042	.052	.037						
Essex			7,067	.0058	938	.0037	133	65.2						2,071	.0034	293	85	81	4.9
Franklin			29,975	.0244	5,020	.0200	167	81.9						10,245	.0168	342	313	190	64.7
Grand Isle			3,944	.0032	472	.0018	120	58.8						1,416	.0023	359	23	27	14.8
Lamoille			10,947	.0089	2,246	.0069	205	100.5						4,301	.0070	393	130	81	60.5
Orange			16,694	.0136	2,467	.0098	146	72.5						5,677	.0093	340	157	103	52.4
Orleans			23,036	.0186	4,363	.0174	189	92.6						8,791	.0144	362	293	182	61.0
Rutland			48,453	.0395	11,627	.0464	240	117.6						26,103	.0429	539	575	565	1.8
Rutland	17.3	17.3		.0141	7,357	.0293	425	208.3	.029	.026	.028	.035	.025						
Washington			41,733	.0340	9,787	.0390	235	115.2						22,189	.0365	531	576	494	17.0
Barre	11.3	11.3		.0092	4,500	.0179	398	195.1	.016	.016	.021	.016	.012						
Windham			26,015	.0212	7,114	.0284	263	128.9						13,631	.0224	524	414	290	42.6
Windsor			37,416	.0305	7,332	.0292	196	96.1						17,663	.0290	472	599	480	30.2
STATE TOTAL			359,611	.2929	78,600	.3139	219	107.4	.303	.194	.335	.199	.244	165,956	.2730	486	4,892	3,774	29.6

VERMONT
*More to Spend
and SPENDING IT!*

- The 1934 upturn found Vermont the Fourteenth state in per capita spending power—
Buying cars 12% faster than the nation as a whole—
Leading the rest of New England in passenger car increases.

THIS PREFERRED MARKET IS COVERED
BY SIX DAILIES, ALL HOME PAPERS.

VERMONT ALLIED DAILIES
ST. JOHNSBURY CALEDONIAN-RECORD BURLINGTON FREE PRESS RUTLAND HERALD
BRATTLEBORO REFORMER BENNINGTON BANNER BARRE TIMES

MASSACHUSETTS

COUNTIES Cities over 10,000	POPULATION			RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	1934	1933	% change
	Zone	Municipal							Food	Cloth- ing	Auto- motive	General Mdse.	Drugs						
Barnstable.....			32,305	.0263	12,428	.0496	385	188.7						19,035	.0313	589	1,088	992	9.7
Berkshire.....			120,700	.0983	32,681	.1305	271	132.8						68,059	.1119	584	1,868	1,727	8.2
North Adams.....	21.6	21.6		.0176	7,498	.0299	347	170.1	.034	.027	.040	.028	.019						
Adams.....		12.6		.0103	2,366	.0094	186	91.2	.014	.007	.008	.004	.006						
Pittsfield.....	53.6	49.6		.0404	14,335	.0572	289	141.7	.062	.070	.067	.046	.044						
Bristol.....			384,590	.2969	82,304	.3287	226	110.8						185,697	.3055	509	4,446	4,008	10.9
Attleboro.....	21.7	21.7		.0177	3,517	.0140	162	79.4	.025	.014	.007	.009	.013						
Fall River.....	115.2	115.2		.0938	28,624	.1143	248	121.2	.136	.118	.088	.132	.091						
New Bedford.....	127.6	112.5		.0917	30,230	.1207	268	131.4	.153	.200	.079	.098	.134						
Fairhaven.....		10.9		.0089	1,210	.0048	111	54.4	.011		.003		.005						
North Attleboro.....		10.1		.0083	1,825	.0072	179	87.7	.010	.005	.005	.002	.011						
Taunton.....	37.3	37.3		.0304	9,684	.0386	269	127.0	.051	.056	.037	.023	.038						
Dukes.....			4,953	.0040	2,035	.0081	411	201.5						3,905	.0064	788	131	111	18.0
Essex.....			498,040	.4056	127,740	.5101	256	125.5						358,248	.5895	719	7,609	6,791	12.0
Gloucester.....	24.2	24.2		.0197	4,949	.0197	204	100.0	.030	.024	.014	.013	.030						
Newburyport.....	15.0	15.0		.0122	4,609	.0184	306	150.0	.021	.015	.022	.016	.004						
Peabody.....		21.3		.0173	4,841	.0193	227	111.3	.031	.011	.014	.005	.024						
Beverly.....	25.0	25.0		.0204	5,798	.0231	231	113.2	.037	.011	.032	.009	.029						
Haverhill.....	48.7	48.7		.0396	12,585	.0502	258	126.5	.062	.063	.048	.038	.050						
Lawrence.....	85.0	85.0		.0692	28,752	.1068	314	153.9	.126	.183	.083	.093	.090						
Lynn.....	102.3	102.3		.0833	31,824	.1271	311	152.5	.193	.132	.083	.110	.120						
Amesbury.....	11.8	11.8		.0096	2,102	.0084	177	86.6	.012	.006	.010	.003	.007						
Danvers.....		12.9		.0105	290	.0011	22	10.8	.013	.004		.008	.003						
Methuen.....		21.0		.0171	1,961	.0078	93	45.6	.020		.005	.000	.005						
Saugus.....		14.7		.0119	1,815	.0072	123	60.3	.013	.000	.008	.000	.005						
Swampscott.....		10.3		.0084	1,562	.0062	151	74.0	.009	.001	.009		.004						
Salem.....	43.3	43.3		.0353	14,608	.0583	337	165.2	.076	.092	.036	.052	.064						
Franklin.....			49,612	.0404	12,653	.0505	255	125.0						28,676	.0475	582	985	879	12.1
Greenfield.....	25.5	15.5		.0126	6,342	.0253	409	200.5	.025	.032	.031	.018	.018						
Hampden.....			335,498	.2732	92,369	.3689	275	134.8						237,704	.3911	709	5,267	4,279	23.0
Westfield.....		19.7		.0161	4,536	.0181	229	112.3	.024	.014	.015	.011	.015						
Chicopee.....		43.9		.0357	5,119	.0204	117	57.4	.038	.005	.017	.006	.023						
Holyoke.....	56.5	56.5		.0460	16,334	.0652	289	141.7	.086	.103	.043	.054	.062						
West Springfield.....		16.6		.0135	2,025	.0080	121	59.3	.011		.020		.006						
Springfield.....	149.9	149.9		.1220	58,010	.2318	387	189.7	.234	.338	.181	.303	.192						



THE NEW BEDFORD MARKET

NEW BEDFORD MAKES IT* AND SPENDS IT! **

U. S. A. Per Capita Income.....	\$495
*Bristol County (New Bedford, Chief City) Per Capita Income	\$597
U. S. A. Per Capita Retail Sales	\$204
**New Bedford Per Capita Retail Sales	\$268

New Bedford is one of the great markets of the country—the natural trading center for all of Southeastern Massachusetts. It is a great market all the year 'round—and a "super" market in the Summer months, because of the influx of residents and vacationists to Cape Cod and the Islands of Martha's Vineyard and Nantucket, nationally known resorts.

One Medium Reaches 87 Out of Every 100 Homes in Massachusetts' Fourth Market

New Bedford is the fourth largest market in Massachusetts, with a population of 203,566; food store sales in excess of \$20,000,000, and per capita sales of automobiles, clothing, general merchandise, drugs, etc., far above the national average.

The Standard-Times & Mercury's total circulation of 48,598 goes into better than 87% of the 52,583 families in New Bedford's Retail Trading Zone—a major market that cannot possibly be reached through any other paper or group of papers.

The Standard-Times
MORNING MERCURY

Published Morning—Evening—Sunday
Circulation over 48,000 Daily

GILMAN, NICOLL & RUTHMAN—National Representatives

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The Boston Post is a ONE-edition Newspaper which goes direct to the home just before the day's purchases are decided upon. It reaches many thousands more families with \$3,000 to \$10,000 yearly incomes than any other Boston Newspaper. It has no FORCED circulation, or DUPLICATION of morning and evening readers. NO PREMIUM SCHEMES. NO PRE-DATES. Practically all home-delivered. A circulation founded and built entirely on READER PREFERENCE. It is the Boston Newspaper which is continually producing outstanding results for its advertisers day after day, month after month, year after year.

Compare this latest net paid circulation of **The Boston Post** with the compulsory-combination morning and evening papers

→ **343,793**

The Boston Daily Globe	131,093
The Boston Evening Globe	136,042
The Boston Herald	119,647
The Boston Traveler	160,076

The Boston Post

NEW ENGLAND'S "GOOD MORNING" FOR 103 YEARS

APRIL 10, 1935

[423]

MASSACHUSETTS—(Continued)

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change	
	Zone	Municipal							Food	Clothing	Auto- motive	General Mdse.	Drugs							
Hampshire			72,801	.0592	17,090	.0682	235	115.2						35,715	.0587	491	1,276	1,144	11.5	
Northampton	24.8	24.3		.0198	7,653	.0305	314	153.9	.029	.051	.032	.021	.032							
Easthampton		11.3		.0922	1,867	.0074	165	80.9	.013	.005	.004	.004	.007							
Middlesex			934,924	.7614	198,201	.7916	212	103.9						556,897	.9163	596	17,407	15,969	9.0	
Marlborough	16.9	15.5		.0126	3,611	.0144	232	113.7	.018	.011	.013	.011	.012							
Melrose		23.1		.0188	4,349	.0173	188	92.2	.031	.008	.022	.004	.023							
Woburn	20.7	19.4		.0158	4,219	.0168	217	106.4	.023	.007	.018	.008	.022							
Cambridge		113.6		.0925	26,135	.1043	230	112.7	.140	.125	.054	.095	.140							
Everett	48.4	48.4		.0394	7,354	.0293	152	74.5	.055	.008	.020	.014	.042							
Lowell	100.2	100.2		.0816	25,621	.1023	256	125.5	.133	.116	.068	.109	.086							
Malden	58.1	58.0		.0472	14,688	.0586	253	124.0	.089	.061	.042	.025	.057							
Medford	60.5	59.7		.0486	9,611	.0383	161	78.9	.076	.013	.038	.010	.039							
Arlington		36.0		.0293	7,735	.0308	214	104.9	.046	.007	.036	.007	.035							
Belmont		21.7		.0177	4,883	.0195	225	110.3	.041	.000	.018	.003	.036							
Framingham	22.2	22.2		.0180	5,256	.0209	237	116.2	.022	.017	.022	.020	.027							
Natick		13.5		.0110	2,754	.0109	203	99.5	.017	.005	.018	.003	.003							
Stoneham		10.0		.0081	1,751	.0069	174	85.3	.012	.002	.007	.002	.010							
Wakefield	16.3	16.3		.0132	3,539	.0141	217	106.4	.020	.007	.018	.006	.010							
Watertown		34.9		.0284	8,762	.0350	251	123.0	.063	.011	.032	.005	.022							
Winchester		12.7		.0103	2,283	.0091	179	87.7	.016	.002	.011	.002	.006							
Newton		65.2		.0531	12,429	.0496	190	93.1	.082	.010	.067	.010	.077							
Somerville		103.9		.0846	19,699	.0786	190	93.1	.157	.034	.056	.035	.075							
Waltham	39.2	39.2		.0319	12,325	.0492	314	153.9	.058	.044	.040	.059	.035							
Nantucket			3,678	.0029	1,613	.0064	439	215.2						2,921	.0048	794	71	61	16.4	
Norfolk			299,420	.2438	66,188	.2643	221	108.3						177,120	.2914	592	8,512	7,841	8.6	
Braintree		15.7		.0127	2,677	.0106	170	83.3	.014		.020	.001	.003							
Brookline		47.4		.0386	11,585	.0462	244	119.6	.077	.032	.050	.008	.082							
Dedham		15.1		.0123	2,740	.0109	181	88.7	.021	.002	.006	.002	.015							
Milton		16.4		.0133	3,462	.0138	211	103.4	.016		.019		.010							
Needham		10.8		.0088	2,302	.0091	212	103.9	.012	.003	.009	.003	.014							
Norwood		15.0		.0122	2,766	.0110	184	90.2	.017	.009	.009	.009	.017							
Wellesley		11.4		.0093	3,600	.0143	315	154.4	.018	.025	.016		.016							
Weymouth		20.8		.0170	3,767	.0150	180	88.2	.028	.002	.019	.003	.024							
Quincy	71.9	71.9		.0586	19,807	.0791	275	134.8	.109	.061	.072	.034	.072							
Plymouth			162,311	.1322	45,129	.1802	278	136.3						105,450	.1735	650	3,607	3,141	14.8	
Brockton	63.7	63.7		.0519	20,349	.0812	318	155.9	.093	.108	.067	.065	.065							
Plymouth		13.0		.0106	4,115	.0164	316	154.9	.022	.017	.021	.011	.011							
Suffolk			879,536	.7163	391,619	1.5641	445	218.1						779,786	1.2831	887	10,890	9,844	10.6	
Boston	1,924.6	781.1		.6362	374,805	1.4969	480	235.3	1.255	2.200	.750	2.569	1.188							
Chelsea	45.8	45.8		.0373	10,616	.0424	232	113.7	.052	.023	.027	.015	.033							
Winthrop		16.8		.0137	2,690	.0107	160	78.4	.024	.001	.008	.002	.020							
Revere		35.6		.0290	3,508	.0140	98	48.0	.032	.002	.009	.004	.015							
Worcester			491,242	.4001	113,111	.4517	230	112.7						263,145	.4330	536	7,379	6,461	14.2	
Gardner	19.3	19.3		.0158	4,942	.0197	255	125.0	.023	.019	.019	.020	.021							
Leominster	22.2	21.8		.0177	4,232	.0169	194	95.1	.025	.013	.012	.009	.018							
Fitchburg	40.6	40.6		.0331	11,196	.0447	275	134.8	.048	.069	.040	.039	.055							
Athol	10.6	10.6		.0086	3,628	.0144	340	166.7	.015	.014	.018	.008	.012							
Clinton	12.8	12.8		.0104	2,849	.0113	222	108.8	.015	.005	.010	.007	.011							
Milford	17.7	14.7		.0120	2,761	.0110	187	91.7	.017	.016	.008	.010	.006							
Southbridge	14.2	14.2		.0116	3,779	.0150	265	129.9	.020	.014	.011	.011	.011							
Webster		12.9		.0105	3,623	.0144	279	136.8	.022	.011	.008	.013	.008							
Worcester	195.3	195.3		.1590	54,597	.2180	280	137.3	.219	.078	.173	.234	.153							
STATE TOTAL			4,249,614	3.4613	1,195,161	4.7734	281	137.7	5.758	5.308	3.732	4.772	4.294	2,822,558	4.6445	664	70,536	63,248	11.5	

RHODE ISLAND

Bristol			25,089	.0204	3,322	.0132	132	64.7						8,377	.0137	334	400	388	8.7
Bristol		11.9		.0097	1,064	.0042	89	43.6	.008	.001	.002	.002	.004						
Kent			51,390	.0419	8,614	.0344	168	82.4						19,367	.0319	377	909	769	18.2
Warwick		23.1		.0189	1,295	.0051	56	27.5	.011		.007								
West Warwick	29.6	17.6		.0144	4,349	.0173	246	120.6	.016	.014	.017	.014	.012						
Newport			41,668	.0339	11,191	.0448	269	131.9						21,663	.0356	520	889	811	9.6
Newport	30.0	27.6		.0225	9,403	.0375	341	167.2	.051	.040	.027	.024	.034						
Providence			540,016	.4398	136,392	.5447	253	124.0						304,573	.5011	584	8,861	8,066	9.9
Central Falls		25.8		.0211	2,975	.0118	115	56.4	.025	.002	.007	.002	.009						
Cranston		42.9		.0350	4,237	.0189	99	48.5	.030	.001	.025	.002	.021						
Cumberland		10.3		.0084	376	.0015	36	17.6	.003		.000	.000	.005						
East Providence		29.9		.0244	3,127	.0124	104	51.0	.022	.001	.010	.000	.023						
Lincoln		10.4		.0085	769	.0031	76	37.3	.005		.004		.003						
North Providence		11.1		.0090	534	.0021	48	23.5	.003		.001		.001						
Pawtucket		77.1		.0628	20,500	.0818	266	130.4	.097	.147	.081	.067	.087						
Providence	346.3	252.9		.2060	85,820	.3427	339	166.2	.370	.452	.279	.488	.316						
Woonsocket	49.3	49.3		.0402	12,557	.0501	254	124.5	.062	.070	.041	.042	.063						
Washington			29,334	.0239	7,769	.0310	265	129.9									776	735	5.6
Westerly	16.3	10.9		.0090	4,028	.0160	366	179.4	.021	.012	.012	.016	.003						
STATE TOTAL			687,497	.5599	167,268	.6680	243	119.1	.831	.759	.598	.672	.645	368,250	.6059	536	11,835	10,749	10.1

CONNECTICUT

Fairfield			386,702	.3150	110,914	.4429	287	140.7						252,547	.4155	653	7,035	6,368	10.0
Danbury	26.9	22.2		.0181	10,130	.0404	455	233.0	.047	.045	.030	.048	.035						
Shelton		10.1		.0082	1,593	.0063	158	77.5	.013	.002	.003	.001	.002						
Bridgeport	183.3	148.7		.1195	44,337	.1770	301	147.6	.215	.206	.158	.221	.146						
Norwalk	36.0	36.0		.0283	12,514	.0499	347	170.1	.068	.047	.048	.029	.030						

CONNECTICUT—(Continued)

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change	
	Zone	Municipal							Food	Clothing	Automotive	General Mdse.	Drugs							
Stamford	58.7	46.3		.0377	15,716	.0627	339	166.2	.021	.100	.058	.034	.068							
Hartford			421,097	.3430	117,919	.4709	280	137.3						275,195	.4478	684	7,844	6,375	23.0	
Bristol	28.4	28.4		.0232	6,590	.0263	232	113.7	.032	.030	.024	.018	.020							
Hartford	221.9	164.0		.1336	68,944	.2753	420	205.9	.273	.384	.207	.383	.226							
New Britain	68.1	68.1		.0555	13,925	.0556	204	100.0	.069	.094	.044	.040	.020							
Litchfield			82,556	.0672	20,764	.0829	252	123.5						39,788	.0654	482	1,573	1,380	14.0	
Torrington	26.1	26.0		.0212	6,278	.0250	241	118.1	.092	.126	.020	.021	.026							
Middlesex			51,388	.0419	13,257	.0529	258	126.5						24,265	.0399	472	989	824	20.0	
Middletown	24.5	24.5		.0200	7,261	.0290	296	145.1	.027	.038	.028	.029	.025							
New Haven			463,449	.3775	118,709	.4741	256	125.5						296,436	.4878	639	6,569	6,038	.88	
Ansonia	47.6	19.8		.0162	3,373	.0134	170	83.3	.019	.012	.008	.009	.012							
Derby		10.7		.0088	2,893	.0115	268	131.4	.012	.013	.013	.010	.010							
Naugatuck	14.3	14.3		.0117	3,135	.0125	219	107.4	.017	.004	.015	.005	.011							
Wallingford		11.1		.0091	3,651	.0145	327	160.3	.016	.009	.012	.005	.009							
Meriden	38.4	38.4		.0313	7,964	.0318	207	101.5	.043	.047	.026	.032	.028							
New Haven	196.1	162.6		.1325	55,467	.2215	341	167.2	.212	.434	.191	.184	.187							
Waterbury	104.7	99.9		.0814	24,293	.0970	243	119.1	.113	.171	.059	.101	.099							
New London			118,966	.0969	32,058	.1280	269	131.9						53,206	.0875	447	1,916	1,752	9.4	
Norwich	32.4	23.0		.0188	10,169	.0406	442	216.7	.041	.050	.044	.044	.032							
New London	29.6	29.6		.0241	12,178	.0488	411	201.5	.061	.065	.037	.024	.048							
Tolland			28,659	.0233	4,557	.0182	159	77.9						14,111	.0232	492	525	534	-1.7	
Windham			54,086	.0441	12,348	.0493	228	111.8						25,586	.0421	473	896	942	-4.9	
Willimantic	12.1	12.1		.0099	4,261	.0170	352	172.6	.018	.019	.018	.013	.006							
STATE TOTAL			1,606,903	1.3088	430,526	1.7195	268	131.4	2.094	1.981	1.609	1.395	1.466	981,184	1.6086	501	27,347	24,213	12.9	

Announcing a Prize Contest

Q How Did You Use This Survey?

Q We are now planning next year's Survey of Spending Power. We wish to make it as practical, as helpful, to our readers as possible. We will be helped if we know how you used this year's issue.

Q How was this Survey used in your business? What feature did you find most helpful? How might the Survey be improved next year?

Q Was this Survey used for setting sales quotas? . . . Allocating the advertising appropriation? . . . Checking salesmen's results against potentialities? . . . Defining sales territories? . . . Checking media circulation figures against income and sales? . . . Locating new outlets—etc., etc?

Q For the best letter on how this year's Survey was used and how it might be improved still further, we offer a \$50 cash prize; \$25 as a second prize; \$10 as a third prize, and three consolation prizes of \$5 each. The contest is open until October 1. The editors of SALES MANAGEMENT will be the judges.

Address entries to Philip Salisbury, Executive Editor.
Sales Management, 420 Lexington Avenue, New York City.

Middle Atlantic States

NEW YORK

COUNTIES Cities over 10,000	POPULATION			RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	1934	1933	% change
	Zone	Muni- cipal							Food	Cloth- ing	Auto- motive	Gen- eral Mdse.	Drugs						
Albany			211,953	.1726	80,460	.3213	380	186.3						177,462	.2920	837	4,084	4,061	.6
Cohoes	25.2	23.2		.0189	4,308	.0172	185	90.7	.025	.014	.010	.010	.011						
Watervliet		16.0		.0131	2,440	.0097	152	74.5	.017	.000	.017	.001	.006						
Albany	140.1	127.4		.1038	60,850	.2422	476	233.3	.221	.409	.239	.226	.214						
Allegany			38,025	.0310	7,057	.0281	186	91.2						16,747	.0276	441	857	679	40.9
Bronx			1,265,258	1.0306	243,789	.9736	193	94.6	1.862	1.000	.528	.343	.826	580,185	.9711	466	9,457	10,426	-9.3
Broome			147,022	.1197	39,222	.1566	267	130.9						84,766	.1394	577	3,388	3,092	9.6
Endicott		16.2		.0132	4,312	.0172	266	130.4	.019	.031	.014	.014	.018						
Johnson City		13.5		.0111	2,441	.0097	180	88.2	.013	.012	.015	.006	.010						
Binghamton	92.1	76.6		.0624	27,499	.1098	359	176.0	.079	.153	.139	.135	.078						
Cattaraugus			72,398	.0590	17,828	.0712	246	120.6						40,792	.0671	563	1,296	1,122	15.5
Olean	21.7	21.7		.0177	8,204	.0327	377	184.8	.030	.049	.038	.039	.027						
Cayuga			64,751	.0527	16,690	.0668	258	126.5						39,070	.0642	603	1,028	917	12.1
Auburn	45.0	30.6		.0299	12,886	.0513	351	172.1	.053	.065	.046	.042	.034						
Chautauqua			126,457	.1030	30,226	.1207	239	117.2						74,065	.1219	586	1,904	1,540	23.6
Dunkirk	17.8	17.8		.0145	4,535	.0181	255	125.0	.023	.017	.014	.022	.019						
Jamestown	45.1	45.1		.0368	15,224	.0608	337	165.2	.060	.140	.051	.051	.039						
Chemung			74,680	.0608	17,571	.0701	235	115.2						44,850	.0738	601	1,394	1,291	8.0
Elmira	54.8	47.3		.0386	14,340	.0572	303	148.5	.062	.091	.052	.060	.049						
Chemango			34,665	.0282	7,951	.0317	229	112.3						18,168	.0299	524	835	866	25.4
Clinton			46,687	.0380	9,988	.0398	214	104.9						20,984	.0345	449	642	596	7.7
Plattsburg	13.3	13.3		.0109	6,458	.0258	484	237.3	.023	.025	.036	.023	.027						
Columbia			41,617	.0339	9,981	.0398	240	117.6						22,792	.0376	548	723	709	2.0
Hudson	12.3	12.3		.0100	4,937	.0197	400	196.1	.021	.021	.021	.011	.014						
Cortland			31,709	.0258	8,414	.0336	265	130.0						17,754	.0292	560	647	602	7.5
Cortland	15.5	15.0		.0123	5,637	.0225	375	183.8	.021	.028	.023	.019	.017						
Delaware			41,163	.0335	9,625	.0384	234	114.7						25,604	.0421	622	832	776	7.2
Dutchess			105,462	.0859	27,107	.1082	257	126.0						73,303	.1206	695	2,166	2,234	-3.0
Beacon	43.2	11.9		.0097	2,808	.0112	235	115.2	.014	.007	.011	.014	.010						
Poughkeepsie	52.1	40.2		.0328	14,771	.0590	367	180.0	.068	.094	.051	.062	.053						
Erie			762,406	.6209	187,455	.7487	246	120.6						437,340	.7196	574	14,997	13,257	13.1
Kenmore		16.4		.0134	3,804	.0151	231	113.2	.028	.007	.017	.007	.015						
Lackawanna		23.9		.0195	2,070	.0082	86	42.2	.012	.006	.003	.004	.005						
Tonawanda*		12.6		.0103	3,243	.0129	256	125.5	.022	.015	.008	.011	.007						
Buffalo	613.5	573.0		.4668	182,526	.6491	284	139.2	.697	.982	.553	.856	.576						
Essex			33,959	.0277	6,190	.0247	182	89.2						16,426	.0270	484	715	599	19.4
Franklin			45,694	.0372	10,032	.0400	220	107.8						25,405	.0418	556	665	555	19.8
Fulton			46,560	.0379	15,271	.0609	328	160.8						29,778	.0489	640	1,135	1,033	9.9
Gloversville	33.9	23.0		.0188	9,807	.0391	425	208.3	.040	.050	.038	.040	.019						
Johnstown**		10.8		.0088	3,996	.0159	370	181.3	.020	.015	.015	.007	.013						
Genesee			44,466	.0362	9,695	.0387	218	106.9						25,981	.0427	584	827	614	34.7
Batavia	17.4	17.3		.0142	6,361	.0254	366	179.4	.027	.023	.027	.027	.019						
Greene			25,808	.0210	6,046	.0241	234	114.7						15,228	.0251	590	515	504	2.2
Hamilton			3,929	.0032	786	.0031	200	98.0						2,056	.0034	523	115	97	18.6
Herkimer			64,006	.0529	11,015	.0439	172	84.3						30,455	.0501	476	887	800	10.9
Herkimer	11.1	10.4		.0085	3,209	.0128	307	150.5	.011	.009	.017	.019	.009						
Little Falls	12.4	11.1		.0090	2,032	.0081	183	89.7	.010	.011	.006	.006	.000						
Jefferson			83,574	.0681	21,035	.0840	252	123.5						48,270	.0794	578	1,312	1,229	6.8
Watertown	32.2	32.2		.0262	11,977	.0478	372	182.4	.046	.061	.044	.066	.043						
Kings			2,560,401	2.0854	557,619	2.2271	218	106.9	3.589	2.700	1.051	1.747	1.855	1,811,753	2.9812	708	20,516	20,744	-9
Lewis			23,447	.0191	4,164	.0166	178	87.3						11,002	.0181	469	361	323	11.8
Livingston			37,560	.0306	7,286	.0291	194	95.1						17,835	.0293	475	876	678	29.2
Madison			39,790	.0324	8,881	.0354	223	109.3						25,622	.0422	645	849	715	18.7
Oneida	10.5	10.5		.0086	3,043	.0121	288	141.2	.012	.018	.018	.006	.012						
Monroe			423,681	.3453	118,249	.4722	279	136.8						300,621	.4946	709	8,680	7,690	12.9
Rochester	328.1	328.1		.2672	106,321	.4246	322	157.8	.463	.566	.369	.498	.311						
Montgomery			60,076	.0489	12,860	.0513	214	104.9						36,549	.0601	608	977	815	19.9
Amsterdam	34.8	34.8		.0284	8,768	.0350	252	123.5	.038	.036	.022	.039	.035						
Nassau			303,053	.2468	99,808	.3986	329	161.3						211,682	.3483	698	9,572	10,094	-5.2

*Included in North Tonawanda City Zone.

**Included in Gloversville City Zone.

BUFFALO = A high Potential Market!

RETAIL SALES
39.2%
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SPENDABLE INCOME
15%
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PASSENGER CAR
26.6%
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U. S. Dept. of Commerce
1933 CENSUS OF
RETAIL SALES

New York Eve. Journal
families. In excess of
Half a Billion dollars.

Baltimore	\$251,461,000
Boston (City)	\$374,805,000
Buffalo	\$162,526,000



Sales Managers' Annual Survey of SPENDING POWER

Cincinnati	\$160,459,000
Cleveland	\$274,408,000
Denver	\$106,553,000
Detroit	\$369,936,000
Kansas City	\$163,680,000
Los Angeles	\$453,340,000
Milwaukee	\$178,740,000
Minneapolis	\$168,636,000
Newark	\$188,167,000
Philadelphia	\$514,456,000
Pittsburgh	\$194,251,000
Rochester	\$106,321,000
St. Louis	\$252,813,000
San Francisco	\$254,075,000
Seattle	\$129,096,000

WEIGH all the great American markets, one against the other.

Of course, New York emerges first . . . and in New York, a city within a city, is that amazing group of readers of the **NEW YORK EVENING JOURNAL** whose annual retail purchases, *in excess of Half a Billion Dollars*, outweigh those of entire great cities, even of entire states and groups of states.

It is a fact that in more than 600,000 solid, substantial New York homes the Journal is, and always has been, the preferred newspaper . . .

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That without these JOURNAL homes, no one can do business in New York with any approach to complete success.

NEW YORK JOURNAL

THE **NECESSARY** NEWSPAPER

NATIONALLY REPRESENTED BY HEARST INTERNATIONAL ADVERTISING SERVICE
RODNEY E. BOONE, GENERAL MANAGER

APRIL 10, 1935

[427]

NEW YORK—(Continued)

COUNTIES Cities over 10,000	POPULATION			RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change
	Zone	Municipal							Food	Cloth- ing	Auto- motive	General Mds.	Drugs						
Floral Park.....		10.0		.0082	2,598	.0103	259	127.0	.017	.005	.009	.006	.012						
Freeport.....	106.5	15.4		.0126	7,357	.0293	476	233.3	.030	.046	.036	.022	.034						
Glen Cove.....		11.4		.0083	5,033	.0201	440	215.7	.027	.022	.024	.009	.016						
Hempstead.....		12.6		.0103	11,827	.0472	935	458.3	.058	.061	.043	.056	.030						
Lynbrook.....		11.9		.0096	4,752	.0189	396	194.1	.027	.017	.028	.012	.018						
Rockville Center.....		13.7		.0112	7,296	.0291	532	260.8	.052	.011	.031	.012	.016						
Valley Stream.....		11.7		.0096	2,399	.0095	203	99.5	.013	.003	.015	.004	.011						
New York.....			1,867,312	1.5209	1,165,805	4.6562	624	305.9	2.961	11.966	1.336	6.360	3.454	4,060,968	6.6823	2175	17,118	15,995	7.0
New York City.....	7468.8	6930.4		5.6449	2,245,801	8.9695	324	158.8	10.410	16.694	3.646	8.935	7.252	7,180,252	11.8151	1036	65,529	67,682	-3.2
Niagara.....			149,329	.1216	33,245	.1327	223	109.3						97,956	.1612	655	2,803	2,248	24.7
Lockport.....	25.0	23.1		.0189	6,729	.0288	291	142.6	.030	.028	.023	.029	.020						
North Tonawanda.....	31.7	19.0		.0155	3,441	.0136	181	88.7	.019	.006	.017	.004	.010						
Niagara Falls.....	75.4	75.4		.0615	19,197	.0766	254	124.5	.068	.092	.077	.068	.070						
Oneida.....			198,763	.1619	41,808	.1669	210	102.9						110,797	.1823	557	2,996	2,812	6.5
Rome.....	32.3	32.3		.0263	6,122	.0244	189	92.6	.028	.023	.023	.024	.020						
Utica.....	114.4	101.7		.0829	27,667	.1105	272	133.3	.103	.200	.095	.127	.081						
Orangetown.....			291,606	.2375	73,794	.2947	253	124.0						228,102	.3753	782	5,362	5,020	6.8
Syracuse.....	217.3	209.3		.1705	64,722	.2585	309	151.5	.216	.453	.280	.293	.206						
Ontario.....			54,276	.0442	12,209	.0487	225	110.3						37,787	.0621	696	1,065	985	8.1
Geneva.....	16.0	16.0		.0131	5,656	.0225	352	172.6	.021	.033	.028	.017	.019						
Orange.....			130,383	.1062	41,782	.1668	320	158.9						105,821	.1741	812	2,817	2,619	7.6
Middletown.....	21.2	21.2		.0173	9,280	.0370	436	213.7	.037	.045	.042	.037	.031						
Port Jervis.....	12.0	10.2		.0083	3,703	.0147	362	177.5	.019	.007	.017	.011	.008						
Newburgh.....	43.2	31.2		.0255	14,575	.0582	486	228.4	.061	.080	.075	.056	.041						
Orleans.....			28,795	.0235	5,044	.0201	175	85.8						13,888	.0229	482	501	426	17.6
Oswego.....			69,645	.0567	14,164	.0565	203	99.5						38,992	.0642	560	1,129	997	13.2
Fulton.....		12.4		.0102	3,301	.0131	265	129.9	.016	.011	.012	.021	.000						
Oswego.....	52.6	22.6		.0185	5,469	.0218	241	118.1	.027	.029	.017	.010	.022						
Otsego.....			46,710	.0380	11,848	.0473	254	124.5						30,993	.0510	664	786	905	-13.2
Oneonta.....	15.0	12.5		.0102	5,879	.0234	489	229.9	.020	.015	.031	.026	.023						
Putnam.....			13,744	.0112	3,814	.0152	278	136.3						8,742	.0144	636	359	333	7.8
Queens.....			1,079,129	.8790	243,773	.9736	226	110.8	3.569	2.698	1.051	1.747	1.855	625,080	1.0285	579	16,232	18,209	-10.9
Rensselaer.....			119,761	.0975	33,318	.1330	278	136.3						82,475	.1357	689	1,793	2,075	-13.6
Rensselaer.....		11.2		.0091	2,611	.0104	233	114.2	.016	.008	.014	.000	.007						
Troy.....	119.3	72.7		.0583	26,115	.1043	359	176.0	.113	.189	.085	.084	.067						
Richmond.....			188,346	.1290	34,815	.1390	220	107.8	.282	.095	.109	.055	.106	92,286	.1519	583	2,206	2,308	-4.4
Rockland.....			59,599	.0485	19,278	.0770	323	159.3						41,023	.0675	688	1,333	1,433	-7.0
St. Lawrence.....		10.6		.0741	16,175	.0646	178	87.3	.010	.005	.006	.008	.000	59,963	.0967	659	1,120	1,013	10.6
Massena.....				.0067	1,771	.0070	166	81.4											
Ogdensburg.....	16.0	16.0		.0136	4,578	.0162	271	132.8	.020	.015	.020	.020	.017						
Saratoga.....			63,314	.0516	12,681	.0506	200	98.0						35,167	.0579	555	958	897	6.8
Saratoga Springs.....	13.1	13.1		.0107	4,467	.0178	339	166.2	.021	.014	.025	.009	.018						
Schenectady.....			125,021	.1018	34,756	.1388	278	136.3						94,755	.1559	758	2,006	1,928	4.0
Schenectady.....	95.6	95.6		.0779	31,365	.1252	328	160.8	.143	.136	.104	.155	.109						
Schoharie.....			19,667	.0160	4,500	.0179	229	112.3						10,259	.0169	522	388	333	16.5
Schuyler.....			12,909	.0105	2,502	.0099	194	95.1						5,789	.0095	446	220	143	53.8
Seneca.....			24,983	.0203	4,362	.0174	175	85.8						10,816	.0177	433	439	424	3.5
Steuben.....			82,671	.0674	18,180	.0726	220	107.8						46,243	.0761	559	1,451	1,264	14.8
Cornwall.....	22.2	15.7		.0129	4,720	.0188	296	146.6	.021	.023	.018	.018	.025						
Hornell.....	21.3	16.2		.0132	5,691	.0227	350	171.6	.027	.032	.019	.018	.028						
Suffolk.....			101,055	.1312	54,424	.2173	338	165.7						107,908	.1776	670	4,150	4,680	-11.3
Sullivan.....			35,272	.0287	11,961	.0477	339	166.2						23,396	.0365	663	769	665	16.6
Tioga.....			25,480	.0208	5,035	.0201	188	97.1						12,888	.0212	506	460	391	17.6
Tompkins.....			41,490	.0338	13,245	.0529	319	156.4						31,076	.0511	749	1,013	981	3.3
Ithaca.....	21.2	20.7		.0067	10,656	.0425	515	252.5	.037	.040	.051	.036	.032						
Ulster.....			80,155	.0653	20,772	.0829	259	129.9						47,686	.0785	595	1,458	1,411	3.3
Kingston.....	28.0	28.0		.0229	10,889	.0434	388	190.2	.054	.054	.037	.044	.039						
Warren.....			34,174	.0278	13,650	.0545	399	195.6						24,359	.0401	713	532	527	.9
Glens Falls.....	21.2	18.5		.0151	10,171	.0406	549	269.1	.036	.056	.053	.043	.037						
Washington.....			46,482	.0379	6,880	.0274	148	72.5						19,827	.0326	426	521	540	-3.5
Wayne.....			49,995	.0407	9,779	.0390	196	96.1						25,443	.0419	509	1,020	839	21.6
Westchester.....			520,947	.4243	169,562	.7772	325	159.3						456,533	.7512	876	13,144	14,155	-7.1
Mount Vernon.....	61.4	61.4		.0501	22,059	.0881	359	176.0	.122	.089	.106	.050	.089						
Mamaroneck.....	11.7	11.7		.0096	3,110	.0124	264	129.4	.017	.008	.013	.004	.011						
Ossining.....	13.0	15.2		.0124	4,275	.0170	280	137.3	.017	.019	.025	.010	.016						
Peekskill.....	17.1	17.1		.0139	7,059	.0281	412	202.0	.040	.023	.030	.019	.022						
Port Chester.....	28.8	22.6		.0185	7,512	.0300	331	162.3	.042	.044	.011	.021	.036						
New Rochelle.....	84.0	84.0		.0440	21,716	.0867	402	197.1	.112	.130	.081	.054	.082						
White Plains.....	35.8	35.8		.0292	24,266	.0969	677	331.9	.106	.109	.126	.080	.098						
Yonkers.....	134.6	134.6		.1097	32,057	.1280	238	116.7	.182	.135	.099	.085	.097						
Wyoming.....			28,764	.0234	8,045	.0241	210	102.9						14,550	.0239	506	541	492	10.0
Yates.....			16,848	.0137	3,494	.0139	207	101.5						8,412	.0138	499	273	257	6.2
STATE TOTAL.....			12,588,066	10.2533	3,739,992	14.9641	297	145.6	17.158	22.747	9.982	13.568	12.016	10,902,507	17.9393	868	179,335	175,763	2.0

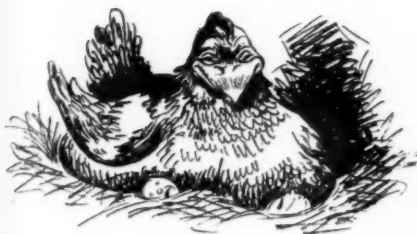
*Included in Freeport City Zone.

**Municipal population figures include 2,205 Sing Sing Prison inmates.

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NEW JERSEY

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	1934	1933	% change	
	Zone	Muni- cipal							Food	Cloth- ing	Auto- motive	Gen- eral Mdse.	Drugs							
Atlantic			124,823	.1017	40,758	.1827	327	180.3						91,613	.1507	734	1,712	1,359	26.0	
Pleasantville		11.5		.0094	2,763	.0110	239	117.2	.025	.006	.006	.003	.004							
Atlantic City	76.0	66.1		.0539	30,423	.1215	460	225.5	.129	.189	.061	.121	.150	217,438	.3578	596	7,149	6,801	5.1	
Bergen			384,977	.2973	75,371	.3010	207	101.5												
Cliffside Park		15.2		.0124	2,768	.0110	181	88.7	.026		.010	.003	.009							
Englewood		17.8		.0145	6,543	.0261	367	179.9	.034	.020	.027	.017	.025							
Hackensack	85.2	24.5		.0200	13,916	.0555	566	277.5	.065	.075	.038	.082	.058							
Lodi		11.5		.0094	1,274	.0050	110	53.9	.012	.001	.002	.002								
Ridgefield Park		10.7		.0088	1,639	.0065	152	74.5	.012	.003	.007	.001	.003							
Ridgewood		12.1		.0099	4,957	.0198	407	199.5	.022	.012	.036	.005	.028							
Rutherford		14.9		.0121	4,392	.0175	294	144.1	.025	.011	.027	.007	.006							
Garfield		29.7		.0161	1,726	.0068	58	28.4	.017		.003	.001	.006							
Burlington			93,541	.0762	15,566	.0621	166	81.4						37,478	.0617	400	1,611	1,226	31.4	
Burlington	10.8	10.8		.0088	2,118	.0084	195	95.6	.013	.006	.006	.005	.011							
Camden			252,312	.2055	50,600	.2021	201	98.5						121,474	.1999	481	3,494	2,896	20.6	
Camden	137.1	118.7		.0966	32,689	.1305	275	134.8	.179	.095	.095	.133	.101							
Collingswood		12.7		.0103	2,606	.0104	205	100.5	.018	.003	.009	.005	.011							
Gloucester		13.7		.0112	2,096	.0083	152	74.5	.021	.002	.003	.001	.007							
Cape May			29,486	.0240	10,823	.0432	367	179.9						15,492	.0255	525	643	519	23.9	
Cumberland			69,895	.0569	18,579	.0742	266	130.4						36,670	.0603	525	1,107	946	17.	
Bridgeton	15.7	15.6		.0128	6,337	.0253	404	198.0	.031	.028	.024	.019	.017							
Millville	17.2	14.7		.0120	3,588	.0143	244	119.6	.019	.013	.017	.011	.010							
Essex			833,513	.6789	276,377	1.1103	332	162.7						631,622	1.0403	758	14,102	13,062	8.0	
Nutley		20.5		.0168	2,423	.0096	118	57.8	.021	.003	.010	.001	.009							
South Orange		13.6		.0111	3,906	.0156	287	140.7	.021	.005	.030		.011							
West Orange		24.3		.0198	4,078	.0162	168	82.4	.028	.001	.018	.001	.009							
Belleville		26.9		.0220	3,428	.0137	127	62.3	.027	.003	.017	.004	.017							
Bloomfield		38.0		.0310	6,056	.0241	159	77.9	.050	.009	.024	.010	.030							
East Orange		68.0		.0554	18,334	.0732	269	131.9	.101	.046	.113	.049	.084							
Irvington		56.7		.0482	10,474	.0418	185	90.7	.074	.017	.061	.016	.034							
Montclair		42.0		.0342	16,272	.0649	387	189.7	.095	.050	.082	.019	.058							
Newark	938.5	442.3		.3602	188,167	.7515	425	208.3	.749	1.021	.444	1.280	.507							
Orange	161.5	35.3		.0288	11,637	.0464	329	161.3	.092	.034	.020	.028	.037							
Gloucester			70,802	.0577	13,342	.0532	188	92.2						40,364	.0684	570	1,199	937	28.0	
Hudson			690,730	.5626	133,578	.5335	193	94.6						365,232	.6010	529	5,463	5,113	6.8	
Harrison		15.6		.0127	2,868	.0114	184	90.2	.017	.011	.003	.002	.006							
Bayonne	88.9			.0725	13,552	.0541	152	74.5	.092	.074	.028	.029	.052							
Hoboken	63.17	59.2		.0482	15,242	.0608	257	126.0	.081	.054	.017	.020	.045							

NEW JERSEY—(Continued)

COUNTIES Cities over 10,000	POPULATION			RETAIL SALES—1933 OFFICIAL							ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES					
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change
	Zone	Municipal							Food	Clothing	Auto- motive	General Mdse.	Drugs						
Jersey City	63.17	316.7		.2579	61,730	.2485	195	95.6	.405	.287	.154	.114	.212						
Kearny		40.7		.0332	5,209	.0208	126	62.7	.046	.007	.025	.006	.016						
Union City	157.6	58.6		.0478	17,689	.0706	302	148.0	.109	.101	.023	.092	.045						
West New York		37.1		.0302	8,792	.0351	237	116.2	.059	.059	.019	.023	.043						
Hunterdon			34,728	.0283	6,889	.0275	198	97.1						16,509	.0272	475	632	554	14.1
Mercer			187,143	.1524	47,844	.1910	256	125.5						107,502	.1769	574	2,719	2,753	-1.2
Trenton	123.3	123.3		.1005	37,805	.1509	306	150.0	.185	.220	.100	.157	.122						
Middlesex			212,208	.1728	43,000	.1717	203	249.5						106,359	.1750	501	2,913	2,471	17.9
Carteret		13.3		.1086	1,347	.0053	101	49.5	.012	.001	.001	.004	.004						
South River		10.7		.0088	1,690	.0067	157	77.0	.011	.002	.007	.004	.005						
New Brunswick	80.0	34.5		.0281	14,979	.0598	433	212.3	.064	.092	.055	.061	.053						
Perth Amboy	43.5	43.5		.0354	10,529	.0420	242	118.6	.048	.077	.036	.029	.040						
Monmouth			147,209	.1199	40,684	.1624	276	135.3						88,219	.1452	599	3,338	3,297	1.2
Asbury Park	37.8	14.9		.0122	10,771	.0430	719	352.5	.045	.065	.029	.062	.051						
Long Branch	47.9	18.3		.0150	4,723	.0188	257	126.0	.029	.017	.017	.012	.022						
Red Bank		11.6		.0095	3,974	.0158	342	167.6	.018	.009	.016	.017	.024						
Morris			110,445	.0900	29,148	.1164	264	129.4						63,726	.1049	577	2,360	2,344	.7
Dover		10.0		.0084	4,684	.0186	465	227.9	.025	.020	.017	.018	.015						
Morristown	22.4	15.1		.0124	9,906	.0395	652	319.6	.041	.035	.057	.035	.032						
Ocean			33,069	.0269	9,862	.0394	298	146.1						17,100	.0281	517	697	706	-1.3
Passaic			302,129	.2460	82,861	.3309	274	134.3						178,442	.2936	591	3,811	3,743	1.8
Hawthorne		11.8		.0097	1,303	.0052	110	53.9	.010		.067	.000							
Clifton		46.8		.0382	6,826	.0272	146	71.6	.053	.004	.025	.003	.024						
Passaic	178.3	62.9		.0513	16,621	.0743	296	145.1	.104	.151	.041	.061	.077						
Paterson	138.5	138.5		.1126	48,179	.1924	348	170.6	.209	.313	.159	.202	.150						
Salem			36,834	.0300	8,454	.0337	230	112.7						19,962	.0328	542	763	731	4.4
Somerset			65,132	.0531	14,164	.0565	217	106.4						27,419	.0451	421	1,123	1,016	10.5
Sussex			27,830	.0227	7,664	.0314	283	138.7						16,665	.0274	599	512	532	-3.8
Union			305,209	.2486	82,209	.3283	269	131.9						204,904	.3372	671	5,070	4,810	5.4
Linden	21.2			.0173	3,327	.0132	157	77.0	.022	.005	.014	.004	.005						
Rahway	16.0			.0130	4,088	.0163	255	125.0	.025	.009	.022	.005	.013						
Roselle	13.0			.0106	2,288	.0090	174	85.3	.021	.001	.005	.001	.008						
Summit	14.5			.0119	5,450	.0217	374	183.3	.030	.019	.030	.008	.015						
Westfield	15.8			.0129	4,263	.0170	270	132.4	.029	.011	.020	.008	.017						
Elizabeth	114.5	114.5		.0933	33,355	.1332	291	142.6	.191	.152	.090	.106	.098						
Plainfield	60.9	34.4		.0280	16,118	.0643	468	229.4	.081	.071	.047	.077	.050						
Warren			49,319	.0402	8,953	.0357	182	89.2						23,243	.0382	471	643	622	3.4
Phillipsburg		19.2		.0157	3,556	.0142	185	90.7	.022	.002	.021		.005						
STATE TOTAL			4,041,334	3.2917	1,016,928	4.0681	251	123.0	5.656	3.787	3.420	3.196	3.212	2,427,433	3.9943	601	61,061	56,438	8.1

PENNSYLVANIA

Adams		37,128	.0302	4,160	.0166	112	54.9							10,816	.0178	291	471	375	25.6
Allegheny		1,374,410	1.1195	286,279	1.1434	208	102.0							820,845	1.3507	597	6,091	4,298	42.1
Bellevue		10.2	.0064	1,755	.0070	171	83.8	.013		.009	.003	.011							
Bradock	19.3	19.3	.0157	5,438	.0217	281	137.7	.019	.031	.017	.032	.020							
Carnegie		12.4	.0102	2,774	.0110	222	108.8	.017	.011	.012	.006	.011							
Clairton		15.2	.0125	1,637	.0065	107	52.5	.013	.002	.002	.005	.004							
Coraopolis		10.7	.0087	2,379	.0095	222	108.8	.017	.006	.007	.005	.014							
Dormont		13.1	.0107	3,013	.0120	228	111.8	.018	.004	.027	.001	.017							

"The Proof of the Pudding is in the Eating"

There is a manufacturing city in New England where seven of the ten major corporations are our clients. Our first work in this city was done in 1927, and we only recently completed our 5th assignment for that first client. Another client we have served three separate times and two others, twice each.

We cite this instance because it indicates clearly that there is a value in the proper use of professional sales and management service.

If you have not recently made use of this effective "tool," would it not be wise to learn how it might be applied in your business?

BARRINGTON ASSOCIATES, INC.

220 East 42nd Street, New York, N. Y.

Distribution Engineering • Marketing Research • Economic Balance Sheets

ARE YOUR SALES *in* NEWARK GREATER THAN *in* NEW YORK?

**On a per capita basis
they **SHOULD** be!**

SALES MANAGEMENT'S "1935 Survey of Spending Power" establishes the retail sales index of Newark as 208.3 and that of New York as 158.8.

AS a matter of fact "Sales Management's" retail sales index of Newark is not only greater than New York but it exceeds such cities as Chicago, Philadelphia, Detroit, Cleveland, St. Louis, etc., etc.

THERE is one sure way to increase your proportion of sales in this outstanding market—use the STAR-EAGLE which sells more papers to the residents of Newark proper than does any other Newark newspaper. This refers to papers which go into the homes of Newark, and not to those taken out of the city.

THE Newark market cannot be sold without the STAR-EAGLE.

All the New York evening newspapers plus a Newark evening newspaper still leaves nearly one-half of the market uncovered; *and that is where the extra sales increase is!*

Only thru the use of the STAR-EAGLE in conjunction with the other evening newspaper can coverage of this vitally important independent, rich and receptive market be obtained—and in no other way.

Newark chain grocers find the STAR-EAGLE such a productive sales medium that during the past year and a half they have used it EXCLUSIVELY in the afternoon field.

Include the STAR-EAGLE in your advertising plans and clinch the Newark market.

NEWARK STAR-EAGLE

Present Circulation Over 90,000 Copies Daily

PAUL BLOCK AND ASSOCIATES

National Advertising Representatives

NEW YORK CHICAGO DETROIT BOSTON PHILADELPHIA CINCINNATI LOS ANGELES SAN FRANCISCO

PENNSYLVANIA—(Continued)

COUNTIES Cities over 10,000	POPULATION			RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	1934	1933	% change
	Zone	Muni- cipal							Food	Cloth- ing	Auto- motive	Gen- eral Mdse.	Drugs						
Duquesne		21.3		.0174	1,912	.0076	89	43.6	.015	.006	.004	.006	.012						
Homestead	30.0	20.1		.0164	4,433	.0177	220	107.6	.026	.020	.011	.012	.024						
McKeesport	54.6	54.6		.0445	14,398	.0575	264	129.4	.107	.073	.041	.059	.045						
McKees Rocks		18.1		.0148	3,317	.0132	183	89.7	.026	.006	.010	.006	.019						
Munhall		12.9		.0106	785	.0031	60	29.4	.005		.008								
North Braddock		16.7		.0137	662	.0026	39	19.1	.008		.001	.000	.004						
Pittsburgh	1072.5	689.8		.5456	194,251	.7758	290	142.2	.748	.755	.420	1.678	.768				17,450	15,042	16.0
Swissvale		16.0		.0131	1,472	.0058	92	45.1	.013	.002	.005	.003	.009						
Turtle Creek		10.6		.0067	1,906	.0076	178	87.3	.012	.004	.011	.004	.006						
Wilkinsburg		29.6		.0241	6,001	.0239	202	99.0	.041	.014	.031	.012	.041						
Armstrong			79,298	.0646	9,344	.0373	118	57.8						27,349	.0450	345		590	57.3
Beaver			149,062	.1214	22,150	.0884	149	73.0						69,424	.1142	466	928	1,674	20.9
Ambridge	28.8	20.2		.0165	3,288	.0130	162	79.4	.021	.020	.006	.013	.016						
Alliquippa		27.1		.0221	4,988	.0199	184	90.2	.023	.017	.012	.043	.015						
Beaver Falls	45.4	17.1		.0140	5,050	.0201	295	144.6	.023	.036	.022	.020	.018						
Bedford			37,309	.0304	3,965	.0158	106	52.0						8,052	.0132	216	438	295	46.5
Berks			231,717	.1887	52,858	.2111	228	111.8						117,388	.1931	507	3,902	2,842	37.3
Reading	123.4	111.1		.0905	36,741	.1467	330	161.8	.152	.230	.135	.160	.117						
Blair			139,640	.1139	23,724	.0947	170	83.3						61,982	.1020	443	1,908	1,424	34.0
Altoona	82.0	82.0		.0668	17,048	.0680	208	102.0	.087	.089	.042	.105	.051						
Bradford			49,039	.0400	9,683	.0385	197	96.6						22,925	.0377	467	823	821	.2
Bucks			96,727	.0788	15,738	.0628	163	79.9						34,134	.0562	353	1,692	1,453	16.4
Bristol	11.7	11.7		.0096	2,106	.0084	178	87.3	.011	.005	.011	.003	.010						
Butler			80,480	.0656	13,323	.0532	166	81.4						33,907	.0558	421	1,194	1,205	-.9
Butler	23.5	23.5		.0192	8,421	.0336	357	175.0	.034	.048	.043	.036	.029						
Cambria			203,146	.1654	29,438	.1175	145	71.1						69,782	.1148	344	2,670	1,650	61.8
Johnstown	105.2	66.9		.0546	18,247	.0728	272	133.3	.064	.058	.067	.174	.057						
Cameron			5,307	.0043	1,156	.0046	218	106.9						2,199	.0036	414	162	97	67.0
Carbon			63,380	.0516	8,070	.0322	127	62.3						21,577	.0355	340	874	673	29.6
Centre			46,294	.0377	8,579	.0342	185	90.7						16,588	.0273	358	940	757	24.2
Chester			126,629	.1031	23,544	.0940	186	91.2						58,547	.0963	462	2,391	2,051	16.6
Coatesville	14.5	14.5		.0119	3,503	.0139	240	117.6	.017	.022	.011	.012	.020						
Phoenixville	22.0	12.0		.0098	2,321	.0092	193	94.6	.012	.010	.010	.006	.010						
West Chester	12.3	12.3		.0100	5,811	.0232	471	230.9	.025	.022	.027	.019	.029						
Clarion			34,531	.0281	4,661	.0194	141	69.1						13,151	.0216	381	642	518	23.9
Clearfield			86,727	.0706	11,098	.0443	128	62.7						24,133	.0397	278	995	684	45.5

*Ellwood listed under Lawrence County.

Mr. A. H. Gudath, living in Chipping, Southern Rhodesia, found it difficult to believe that he could shave without a razor. But, because the Schick Dry Shaver had advertised in The Christian Science Monitor, he sent his order and his check—a most tangible evidence of—

CONFIDENCE

Mr. Gudath wrote to the advertiser: "Your advertisement seems too good to be true . . . Had it appeared in any other paper I think I should have made further inquiries before asking you to send me the Schick Dry Shaver. However, I know that The Christian Science Monitor encourages only genuine advertisements, and therefore find pleasure in enclosing a banker's cheque for sixteen dollars . . ."

* * *

The reader confidence above indicated is one of the reasons why 545 manufacturers of a widely varied line of products publish their advertising messages in the Monitor. May we serve you? Inquiries are invited by the advertising offices below.

THE CHRISTIAN SCIENCE MONITOR

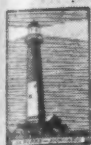
Published by The Christian Science Publishing Society, Boston, Massachusetts

NEW YORK OFFICE—500 FIFTH AVENUE

Other Branch Offices: Chicago, Detroit, St. Louis, Kansas City, San Francisco, Los Angeles, Seattle, Miami, London, Paris, Berlin, Geneva.



A N I N T E R N A T I O N A L D A I L Y N E W S P A P E R



The Pittsburgh Press

WEATHER—Rain tonight, probably ending Saturday morning.

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VOLUME 51, No. 233

64 PAGES

PITTSBURGH, PA., FRIDAY, APRIL 5, 1935

Price of an extra copy 10¢

—FINAL—
HOME
LATE STOCKS

PRICE THREE CENTS

The advertising power of The Press is
attested by its advertising leadership
and *tested* by more than fifty years
of doing one thing well . . .

producing results.

FIRST

IN PITTSBURGH

THIRD

IN THE WORLD

IN 1934 ADVERTISING VOLUME

Authority, Media Records

The Pittsburgh Press

A Scripps • Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVENUE, N. Y. C.



MEMBER OF THE UNITED PRESS
AUDIT BUREAU OF CIRCULATIONS,
THIS WEEK, METROPOLITAN
SUNDAY NEWSPAPERS and of
MEDIA RECORDS, INC.

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS • DETROIT • PHILADELPHIA • ATLANTA

APRIL 10, 1935

[433]

PENNSYLVANIA—(Continued)

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change	
	Zone	Municipal							Food	Clothing	Automotive	General Mdse.	Drugs							
Du Bois.....	24.1	11.5		.0094	3,956	.0158	341	187.2	.019	.025	.014	.020	.010							
Clinton.....			32,319	.0263	5,353	.0213	166	81.4						9,948	.0164	308	459	390	17.7	
Columbia.....			48,803	.0399	8,599	.0263	135	66.2						14,829	.0241	300	709	582	19.8	
Berwick.....	12.6	12.6		.0103	2,112	.0084	167	81.9	.012	.008	.009	.008	.006							
Crawford.....			62,980	.0513	11,758	.0469	187	91.7						31,691	.0521	503	1,206	953	26.5	
Meadville.....	21.1	16.6		.0136	5,783	.0231	346	169.6	.024	.027	.025	.023	.031							
Cumberland.....			68,236	.0556	12,474	.0498	183	89.7						24,474	.0403	359	1,147	933	22.9	
Carlisle.....	12.5	12.5		.0103	4,251	.0169	337	165.2	.017	.023	.020	.016	.016							
Dauphin.....			165,231	.1346	38,700	.1545	234	114.7	.010	.023	.020	.016	.016	97,376	.1602	589	3,348	2,529	32.4	
Steelton.....		13.2		.0108	1,286	.0051	97	47.5	.010	.004	.003	.002	.005							
Harrisburg.....	118.6	80.3		.0654	29,629	.1183	369	180.9	.093	.201	.121	.155	.129							
Delaware.....			280,264	.2283	50,042	.1998	179	87.7						121,408	.1998	433	6,346	5,687	11.6	
Chester.....	67.2	59.1		.0482	13,821	.0552	234	114.7	.071	.062	.047	.056	.060							
Elk.....			33,431	.0272	4,635	.0185	139	68.1						13,627	.0224	408	581	413	40.7	
Erie.....			175,277	.1428	35,517	.1418	203	99.5						90,688	.1492	518	2,503	1,991	25.7	
Erie.....	125.0	115.9		.0945	27,813	.1110	240	117.6	.113	.154	.117	.149	.087							
Fayette.....			198,542	.1617	23,855	.0952	120	58.8						75,752	.1246	382	2,298	1,673	37.4	
Connellsville.....	13.2	13.2		.0108	4,014	.0160	302	148.0	.020	.018	.020	.016	.014							
Uniontown.....	19.5	19.5		.0159	8,369	.0334	428	209.8	.030	.047	.040	.046	.032							
Forest.....			5,180	.0042	553	.0022	107	52.5						1,756	.0029	339	92	49	87.8	
Franklin.....			65,010	.0530	8,712	.0348	134	65.7						26,130	.0430	402	879	738	19.1	
Chambersburg.....	13.7	13.7		.0112	4,412	.0176	320	156.9	.018	.022	.018	.016	.022							
Waynesboro.....	17.8	10.1		.0083	1,922	.0076	189	92.6	.012	.006	.007	.007	.009							
Fulton.....			9,231	.0075	660	.0026	71	34.8						1,860	.0031	201	70	40	75.0	
Greene.....			41,767	.0340	4,432	.0177	108	52.0						12,315	.0203	295	478	360	32.8	
Huntingdon.....			39,021	.0318	5,740	.0229	147	72.1						12,537	.0206	321	587	522	12.5	
Indiana.....			75,395	.0614	10,168	.0408	135	66.2						25,535	.0420	339	1,053	602	74.9	
Jefferson.....			52,114	.0424	7,824	.0312	150	73.5						18,909	.0311	363	660	520	26.9	
Junata.....			14,325	.0117	1,444	.0057	101	49.5						2,936	.0046	205	207	219	-5.5	
Lackawanna.....			310,397	.2528	59,639	.2382	192	94.1						151,283	.2489	487	4,419	3,985	10.8	
Carbondale.....	20.5	20.0		.0163	3,921	.0156	195	95.6	.018	.027	.015	.014	.012							
Dickson City.....		12.3		.0101	935	.0037	75	36.8	.006	.001	.005	.001	.003							
Dunmore.....		22.6		.0184	2,294	.0091	101	49.5	.018	.001	.012	.002	.007							
Old Forge.....		12.6		.0103	1,009	.0040	80	39.2	.004	.005	.007	.000								
Olyphant.....		10.7		.0088	1,772	.0070	165	80.9	.010	.011	.004	.008	.011							
Taylor.....		10.4		.0085	710	.0028	68	33.3	.006	.002	.002	.000								
Scranton.....	143.4	143.4		.1168	41,853	.1671	291	142.6	.169	.286	.141	.178	.120							

In May—

a special issue devoted to

SALES and PRIZE CONTESTS

The May issue of PREMIUM PRACTICE will present the important place Sales and Prize Contests hold in the realm of merchandising.

This issue will catalog the various types of contests, and indicate the situations calling for their use.

It will discuss the bases on which the prizes or awards may or should be offered.

It will treat of the preferred types of prizes, and whether they should be cash or merchandise.

It will review and analyze the different contests that are

representative of their class, in the light of their accomplishments—real case studies.

It will detail the methods of securing enrollment of contestants—house support during the contest to keep interest unflagging—procedure relating to selecting the winners.

As profusely illustrated as its predecessors, it will attain the importance of a reference number on the subject.

To be sure of your copies of this Sales and Prize Contest issue, place your orders now. It will be as important as lifeboats to a ship or pontoon equipment to an army. It will be authentic—comprehensive—practical, usable at any time of the year in any year.

Single copies 30c each; \$3 a year

PREMIUM PRACTICE

(Founded 1905 as Novelty News)

420 LEXINGTON AVENUE, NEW YORK, N. Y.

5

FACTS FOR ADVERTISERS

- 1** **LARGEST CIRCULATION**—The Sunday Inquirer goes into 650,743 homes—more than ever before reached by any Pennsylvania newspaper. That's reaching an enormous market.
- 2** **MORE COMPLETE COVERAGE**—The Inquirer, Daily and Sunday, is read by more families than ever before received any Philadelphia newspaper. That's dominating its market.
- 3** **GREATER LINEAGE**—The Inquirer, during the month of March, gained over 284,000 lines and carried more paid advertising than any other Philadelphia newspaper. That's evidence of its results.
- 4** **LOW ADVERTISING COST**—The Inquirer, Daily and Sunday, dominates America's third largest market at one of the lowest milline rates in the United States. That's real economy.
- 5** **MORE SALES FOR ADVERTISERS**—The Inquirer is the straight road to more sales and greater profits in the Philadelphia Market.

The Philadelphia Inquirer

"Pennsylvania's Greatest Morning Newspaper"

SUNDAY 650,743

DAILY 295,735

*Average net paid circulation for the six
month period ending September 30, 1934.*

P E N N S Y L V A N I A—(Continued)

COUNTIES Cities over 10,000	POPULATION			RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change
	Zone	Municipal							Food	Clothing	Auto- motive	General Mdse.	Drugs						
Lancaster			196,882	.1604	39,812	.1590	202	99.0						95,484	.1571	485	2,660	2,483	8.0
Columbia	11.3	11.3		.0092	2,038	.0081	180	88.2	.010	.007	.006	.007	.008						
Lancaster	88.7	59.9		.0488	18,318	.0731	306	150.0	.060	.110	.069	.117	.079						
Lawrence			97,258	.0792	15,857	.0633	163	79.9						45,730	.0752	470	1,352	1,060	27.5
New Castle	51.0	48.6		.0396	11,898	.0475	244	119.6	.051	.059	.050	.055	.043						
Ellwood	12.3	12.3		.0100	2,341	.0093	190	93.1	.012	.010	.011	.008	.008						
Lebanon			67,103	.0547	12,365	.0493	184	90.2						28,196	.0484	420	1,038	842	23.3
Lebanon	26.1	25.5		.0208	7,427	.0296	291	142.6	.029	.045	.024	.038	.028						
Lehigh			172,893	.1408	30,801	.1222	177	86.8						81,379	.1339	471	2,159	1,671	29.2
Allentown	93.4	92.5		.0754	23,830	.0552	257	126.0	.109	.194	.067	.104	.085						
Luzerne			445,109	.3625	81,675	.3262	183	89.7						211,524	.3480	475	6,882	5,909	16.5
Kingston		21.6		.0176	4,036	.0161	187	91.7	.027	.005	.028		.018						
Pittston	63.0	18.2		.0149	5,888	.0234	322	157.8	.023	.041	.027	.022	.014						
Plymouth		16.5		.0135	2,816	.0112	170	83.3	.015	.019	.003	.007	.009						
Hazleton	53.0	36.7		.0299	11,664	.0465	317	155.4	.046	.076	.041	.063	.038						
Nanticoke		26.0		.0212	5,801	.0223	215	105.4	.026	.041	.018	.016	.006						
Wilkes-Barre	87.8	86.6		.0706	31,049	.1240	358	175.5	.119	.253	.085	.204	.086						
Lycoming			93,421	.0764	17,565	.0701	188	92.2						46,229	.0761	495	1,416	1,084	30.6
Williamsport	58.0	45.7		.0372	12,969	.0518	284	139.2	.051	.089	.048	.053	.053						
McKean			55,167	.0449	12,992	.0502	228	111.8						32,559	.0536	590	1,563	1,185	31.9
Bradford	19.3	19.3		.0157	7,159	.0285	371	181.9	.030	.038	.039	.018	.028						
Mercer			99,246	.0808	15,040	.0600	152	74.5						43,454	.0715	438	1,333	916	45.5
Farrell		14.3		.0117	1,269	.0050	88	43.1	.009	.007	.001	.004	.006						
Sharon	25.9	25.9		.0211	6,428	.0256	248	121.6	.027	.034	.023	.032	.033						
Mifflin			40,335	.0329	5,785	.0231	143	70.1						15,151	.0249	376	531	455	16.7
Lewistown	13.3	13.3		.0109	4,263	.0170	319	156.4	.019	.034	.017	.017	.006						
Monroe			28,286	.0230	7,721	.0308	273	133.8						14,715	.0242	520	615	615	0.0
Montgomery			265,804	.2185	52,072	.2079	196	96.1						166,164	.2734	625	6,301	5,891	7.0
Conshohocken		10.8		.0088	1,937	.0077	179	87.7	.013	.004	.006	.004	.010						
Pottstown	19.4	19.4		.0158	5,945	.0237	306	150.0	.029	.032	.025	.026	.026						
Norristown	35.8	35.8		.0292	8,543	.0341	236	116.7	.039	.043	.034	.036	.045						
Montour			14,517	.0118	1,406	.0056	97	47.5						2,769	.0046	191	182	175	4.0
Northampton			169,304	.1379	35,990	.1437	213	104.4						88,676	.1459	524	2,696	2,171	24.2
Bethlehem	75.2	57.8		.0472	11,496	.0459	199	97.5	.065	.050	.042	.041	.044						
Easton	67.9	34.4		.0281	14,560	.0581	422	206.9	.057	.082	.031	.084	.055						
Northumberland			128,504	.1047	16,401	.0655	128	62.7						38,384	.0632	299	1,859	1,494	24.4
Mount Carmel	26.0	17.9		.0146	2,178	.0087	121	59.3	.010	.011	.009	.014	.009						
Shamokin	38.7	20.2		.0165	4,987	.0199	246	120.6	.020	.040	.017	.026	.012						
Sunbury	15.6	15.6		.0127	3,258	.0130	208	102.0	.014	.012	.013	.022	.006						
Perry			21,744	.0177	2,622	.0104	121	59.3						6,265	.0103	288	296	298	-7
Philadelphia			1,950,961	1.5891	514,456	2.0547	264	129.4						1,545,852	2.5437	792	24,233	21,631	12.0
Philadelphia	2081.6	1950.9		1.5891	514,456	2.0547	264	129.4	2.094	2.615	.940	3.744	1.801						
Pike			7,483	.0061	1,129	.0045	151	74.0						1,897	.0031	254	161	144	11.8
Potter			17,489	.0142	2,807	.0112	161	78.9						5,759	.0095	329	412	254	62.2
Schuylkill			235,505	.1918	38,761	.1548	165	80.9						85,445	.1408	363	3,923	2,909	34.8
Mahanoy City	34.5	14.7		.0120	2,748	.0109	186	91.2	.015	.019	.007	.010	.014						
Pottsville	27.2	24.3		.0198	10,432	.0416	429	210.3	.032	.076	.040	.065	.030						
Shenandoah	34.7	21.7		.0177	4,989	.0199	229	112.2	.019	.040	.022	.017	.020						
Tamaqua	39.1	12.9		.0105	3,326	.0132	257	126.0	.014	.019	.017	.010	.007						
Snyder			18,836	.0153	1,743	.0069	93	45.6						3,430	.0053	182	199	165	20.6
Somerset			80,764	.0658	9,453	.0377	117	57.4						20,855	.0343	258	1,141	647	78.4
Sullivan			7,499	.0061	609	.0024	81	39.7						1,528	.0025	203	129	94	37.2
Susquehanna			33,806	.0275	4,180	.0166	124	60.8						12,037	.0198	356	521	437	19.2
Tioga			31,871	.0260	5,637	.0225	177	86.8						10,778	.0177	338	804	564	42.6
Union			17,468	.0142	2,359	.0094	135	66.2						5,550	.0091	318	267	218	22.5
Venango			63,226	.0515	10,066	.0402	159	77.9						31,843	.0524	504	1,151	972	18.4
Franklin	18.7	10.2		.0084	3,244	.0129	316	154.9	.014	.016	.014	.012	.014						
Oil City	25.2	22.0		.0180	4,975	.0198	225	110.3	.025	.028	.015	.030	.019						
Warren			41,453	.0336	7,836	.0313	189	92.6						16,650	.0274	402	761	646	17.8
Warren	14.8	14.8		.0121	5,877	.0234	395	193.6	.020	.083	.025	.027	.013						
Washington			204,802	.1686	31,267	.1248	153	75.0						85,007	.1399	415	2,855	2,153	32.6
Canonsburg	19.2	12.5		.0102	2,649	.0105	211	103.4	.015	.012	.007	.008	.012						
Charleroi	11.2	11.2		.0092	3,920	.0156	348	170.6	.016	.040	.018	.010	.009						
Donora	26.2	13.9		.0113	2,362	.0094	170	83.3	.013	.007	.011	.013	.009						
Washington	27.3	24.5		.0200	8,676	.0346	353	173.0	.042	.044	.033	.037	.040						
Wayne			28,420	.0231	5,983	.0239	211	103.4						10,622	.0175	374	494	441	12.0
Westmoreland			294,995	.2403	39,727	.1586	135	66.2						120,277	.1979	408	3,727	2,723	36.9
Arnold		10.5		.0086	741	.0029	70	34.3	.008		.001								
Greensburg	22.0	16.5		.0134	7,080	.0282	429	210.3	.028	.031	.024	.045	.034						



What it is doing for Philadelphia's leading retail merchants it will do for any advertiser willing to look beyond mere circulation figures for the more important factor of **RESULTS!**

More news for readers • • • more sales for advertisers

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South Atlantic States

DELAWARE

COUNTIES Cities over 10,000	POPULATION			RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	1934	1933	% change
	Zone	Muni- cipal							Food	Cloth- ing	Auto- motive	Gen- eral Mdse.	Drugs						
Kent			31,841	.0259	6,467	.0258	203	99.5						17,574	.0289	552	809	632	28.0
New Castle			161,032	.1312	42,582	.1701	284	129.4						103,874	.1709	645	3,047	2,678	13.8
Wilmington	109.5	108.5		.0868	37,376	.1492	351	172.1	.171	.220	.166	.122	.128						
Sussex			45,507	.0371	8,861	.0353	195	95.6						25,261	.0416	555	1,012	811	24.8
STATE TOTAL			238,380	.1942	57,910	.2312	243	119.1	.253	.256	.237	.148	.176	145,699	.2414	615	4,868	4,121	18.1

DISTRICT OF COLUMBIA

Washington	521.8	486.8		.3966	241,515	.9646	496	243.1	.910	.1202	.854	1.115	1.543	446,892	.7353	918	18,523	14,375	28.9
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MARYLAND

Allegany			79,098	.0644	15,816	.0531	200	96.0						39,934	.0657	505	900	931	-3.3
Cumberland	40.3	37.7		.0307	11,676	.0466	309	151.5	.053	.073	.045	.043	.040						
Anne Arundel			55,167	.0449	9,401	.0375	170	83.3						23,804	.0392	431	1,110	885	25.4
Annapolis	15.0	12.5		.0102	5,457	.0218	435	213.2	.028	.025	.018	.007	.029						
Baltimore*			124,565	.1014	13,976	.0558	285	139.7						542,682	.8929	584	2,009	1,698	18.3
Baltimore*	833.4	804.6		.6555	251,461	1.0043	285	139.7	1.165	.944	.710	1.450	.983				11,612	9,352	24.2
Calvert			9,528	.0075	1,463	.0058	154	75.5						3,575	.0059	375	118	129	-8.5
Caroline			17,387	.0141	2,964	.0118	170	83.3						7,601	.0125	437	252	222	13.5
Carroll			35,978	.0293	6,210	.0248	173	84.6						15,722	.0259	437	474	383	23.8
Cecil			25,827	.0210	4,441	.0177	172	84.3						10,810	.0178	418	432	313	38.0
Charles			16,166	.0131	1,871	.0074	116	56.9						4,155	.0068	257	282	167	68.9
Dorchester			26,813	.0218	3,868	.0154	144	70.6						9,353	.0154	349	347	260	33.5
Frederick			54,440	.0443	9,268	.0370	170	83.3						21,669	.0357	398	696	491	41.8
Frederick	16.0	14.4		.0117	5,351	.0213	371	181.9	0.18	.025	.029	.021	.023						
Garrett			19,908	.0162	1,865	.0074	94	46.1						4,684	.0077	235	169	111	52.3
Harford			31,603	.0257	5,378	.0214	170	83.3						14,198	.0234	449	736	510	44.3
Howard			16,169	.0131	2,285	.0091	141	69.1						5,765	.0095	357	285	230	23.9
Kent			14,242	.0116	2,401	.0095	169	82.8						5,734	.0094	403	201	166	21.1
Montgomery			49,206	.0400	9,428	.0376	192	94.1						23,694	.0390	482	1,394	1,370	1.8
Prince Georges			60,095	.0489	9,454	.0377	157	77.0						24,029	.0395	400	1,171	954	22.7
Queen Annes			14,571	.0118	1,652	.0066	113	55.4						3,980	.0065	273	175	102	71.6
St. Marys			15,189	.0123	1,477	.0059	97	47.5						2,989	.0049	197	176	121	45.5
Somerset			23,382	.0190	2,650	.0105	113	55.4						6,235	.0103	267	281	177	58.8
Talbot			16,583	.0151	3,483	.0139	187	91.7						8,100	.0133	436	295	271	8.9
Washington			65,882	.0536	12,763	.0509	194	95.1						32,293	.0531	490	943	696	35.5
Hagerstown	30.8	30.8		.0251	9,889	.0395	320	156.9	.036	.059	.041	.039	.056						
Wicomico			31,229	.0254	6,775	.0270	217	106.4						15,225	.0251	438	573	409	40.1
Salisbury	13.0	10.9		.0089	5,401	.0215	491	240.7	.017	.021	.025	.026	.027						
Worcester			21,824	.0176	4,034	.0161	167	91.7						9,376	.0154	434	299	245	22.0
STATE TOTAL			1,631,526	1.3288	384,384	1.5352	235	115.2	1.731	1.247	1.365	1.710	1.459	835,607	1.3749	512	24,930	20,193	23.5

*Retail Sales and Spendable Money Income percentages figured against combined population of city and county.

VIRGINIA

Accomac			35,845	.0292	3,652	.0145	102	50.0						9,403	.0155	262	328	313	4.8
Albemarle			26,981	.0220	1,944	.0077	72	35.3						17,208	.0283	638	650	520	25.0
Charlottesville	15.2	15.2		.0124	7,303	.0291	479	234.8	.029	.038	.031	.019	.038						
Alleghany			20,188	.0164	3,505	.0139	174	85.3						9,284	.0153	458	423	382	10.7
Amelia			8,979	.0073	411	.0016	46	22.5						1,190	.0020	132	69	38	81.6
Amherst			19,020	.0154	940	.0037	49	24.0						2,879	.0047	151	80	76	5.3
Appomattox			8,402	.0068	628	.0025	75	36.8						1,650	.0027	196	85	54	57.4
Arlington			26,615	.0217	6,289	.0251	236	115.7						12,483	.0205	438	726	432	68.1
Alexandria	24.1	24.1		.0197	7,088	.0283	294	144.1	.035	.017	.027	.023	.046				762	531	43.5
Augusta			38,163	.0311	3,207	.0128	84	41.2						8,810	.0145	231	790	516	53.1
Staunton	13.3	11.9		.0098	4,348	.0173	363	177.9	.013	.019	.019	.021	.024						
Bath			8,137	.0066	614	.0024	75	36.8						1,647	.0027	202	81	85	-4.7
Bedford			29,091	.0237	2,074	.0082	71	34.6						5,781	.0095	199	172	142	21.1
Bland			6,031	.0049	208	.0008	34	16.7						665	.0011	110	39	10	290.0
Botetourt			15,457	.0126	933	.0037	60	29.4						2,575	.0042	167	116	94	23.4
Brunswick			20,496	.0167	1,348	.0053	66	32.4						3,526	.0058	172	169	78	116.7
Buchanan			16,740	.0136	366	.0014	22	10.8						1,237	.0020	74	82	26	215.4
Buckingham			13,315	.0108	481	.0018	35	17.2						1,403	.0023	105	61	34	79.4
Campbell			22,885	.0186	1,634	.0065	71	34.8						7,470	.0123	326	861	744	15.7
Lynchburg	40.6	40.6		.0331	12,300	.0491	302	148.0	.043	.051	.033	.082	.069						
Caroline			15,263	.0124	836	.0033	55	27.0						2,373	.0039	155	111	81	37.0
Carroll			22,141	.0180	732	.0029	33	16.2						1,783	.0029	81	255	120	112.5
Charles City			4,681	.0040	169	.0006	35	17.2						516	.0008	106	32	21	52.4
Charlotte			16,061	.0131	587	.0022	35	17.2						1,800	.0030	112	130	51	155.9
Chesterfield			26,049	.0212	1,489	.0058	56	27.5						3,316	.0055	127	228	165	38.2
Clarke			7,167	.0058	769	.0030	107	52.5						1,624	.0027	227	92	74	24.3
Craig			3,562	.0029	214	.0008	80	29.4						496	.0008	139	28	16	75.0

*Retail Sales and Spendable Money Income percentages figured against combined population of city and county.

By Every Index

Population

Trading area approaching a million. City 521,000—cosmopolitan, steadily employed.

Retail Sales

Highest per capita, \$496, all cities over 100,000. Trading area, \$391, equivalent to twelfth place among all cities.

New Car Sales

23,286 cars sold 1934—28.6% increase over 1933. Shows expanding market absorbing vast amounts of quality products.

Spendable Money Income

Exceptionally high, as always. \$918 per capita, third highest among all cities. Trading area per capita, \$728.

WASHINGTON (D. C.) qualifies as a market where sales and advertising executives are assured ACTION! Incomes and retail sales here are larger than in most U. S. markets—in 1934 as for years past. Now, in 1935, with Federal payroll cuts restored, millions of additional dollars will be earned—and spent—in Washington.

THIS IS THE REAL WASHINGTON, D. C., MARKET

(The District, and eight counties in Virginia and Maryland, in 25-mile radius)

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL				ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (000 omitted)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	Index No.	Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	1934	1933	% change
	Zone	Muni- cipal												
WASHINGTON, D. C.	521.8	486.8		.3968	241,515	.9646	496	243.1	446,892	.7353	918	18,523	14,375	28.9
MARYLAND														
Charles			16,166	.0131	1,871	.0074	116	56.9	4,155	.0068	257	282	167	68.9
Montgomery			49,206	.0401	9,428	.0376	192	94.1	23,694	.0390	482	1,394	1,370	1.8
Prince George			60,095	.0489	9,454	.0377	157	77.0	24,029	.0395	400	1,171	954	22.7
VIRGINIA														
Arlington			26,615	.0217	6,289	.0251	236	115.7	12,463	.0205	468	726	432	68.1
Alexandria	24.1	24.1		.0197	7,088	.0283	294	144.1						
Fairfax			25,264	.0206	2,364	.0094	94	46.1	6,480	.0107	256	429	301	42.5
Loudoun			19,852	.0162	2,622	.0105	132	64.7	4,738	.0078	239	340	227	49.4
Prince William			13,951	.0114	1,917	.0077	137	67.2	3,463	.0057	248	421	279	50.9
TOTAL			722,167	.5899	282,550	1.1285	391	191.7	525,914	.8654	728	23,286	18,105	28.6

If you are not cultivating this market, you are overlooking one of the outstandingly bright business spots of the country.

It is an accepted fact among national advertisers that the use of THE STAR—Evening and Sunday—is the ONE medium needed to take your message

into the homes of this entire market. It is the accepted medium of the local merchants, and by that token, of the national advertisers.

Member
Major Market News-
papers, Inc.
Metropolitan Sunday
Newspapers.

The Evening Star

WITH SUNDAY MORNING EDITION
WASHINGTON, D. C.

New York Office
DAN A. CARROLL
110 E. 42nd St.
Chicago Office
J. E. LUTZ
Lake Michigan Bldg.

APRIL 10, 1935

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VIRGINIA—(Continued)

COUNTIES Cities over 10,000	POPULATION			RETAIL SALES—1933 OFFICIAL							ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES					
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change
	Zone	Municipal							Food	Cloth- ing	Auto- motive	General Mdse.	Drugs						
Culpepper			13,308	.0108	1,778	.0071	134	65.7						3,919	.0064	295	117	121	-3.3
Cumberland			7,535	.0061	210	.0008	28	13.7						817	.0013	108	28	16	75.0
Dickenson			16,163	.0132	930	.0037	57	27.9						2,560	.0042	158	137	40	242.5
Dinwiddie			18,492	.0151	612	.0024	33	16.2						2,020	.0033	109	483	383	26.1
Petersburg	29.0	28.5		.0233	7,475	.0298	262	123.4	.034	.033	.033	.024	.033						
Elizabeth City			19,035	.0162	1,575	.0062	79	38.7						3,687	.0061	186	713	481	48.2
Hampton		6.3		.0052	2,737	.0109	429	210.3											
Essex			6,976	.0057	553	.0022	79	38.7						1,583	.0026	224	85	60	41.7
Fairfax			25,264	.0206	2,364	.0094	94	46.1						6,480	.0107	256	429	301	42.5
Fauquier			21,071	.0172	2,981	.0119	141	69.1						7,021	.0116	333	296	258	14.7
Floyd			11,698	.0095	436	.0017	37	18.1						1,381	.0023	118	79	36	119.4
Flovanna			7,466	.0061	532	.0021	71	34.8						1,232	.0020	165	58	36	61.1
Franklin			24,337	.0198	1,543	.0061	63	30.9						3,521	.0058	145	184	128	43.8
Frederick			13,167	.0107	502	.0020	38	18.6						1,470	.0024	112	296	223	32.7
Winchester	10.9	10.8		.0088	4,192	.0167	386	189.2	.015	.016	.015	.015	.028						
Giles			12,804	.0104	957	.0038	75	36.8						1,982	.0033	155	108	66	63.6
Gloucester			11,019	.0090	952	.0038	86	42.2						2,517	.0041	228	136	100	36.0
Goochland			7,953	.0065	310	.0012	39	19.1						915	.0015	115	54	47	14.9
Grayson			20,017	.0163	1,947	.0077	97	47.5						4,864	.0080	243	112	46	143.5
Greene			5,980	.0049	229	.0009	38	18.6						695	.0011	116	39	30	30.0
Greensville			13,388	.0109	1,371	.0054	102	50.0						3,387	.0056	253	135	68	98.5
Halifax			41,283	.0338	2,366	.0095	58	28.4						7,009	.0115	170	362	169	114.2
Hanover			17,009	.0139	1,494	.0059	88	43.1						3,793	.0062	223	226	153	47.7
Henrico*			30,310	.0247	1,456	.0058	316	154.9						162,384	.2672	762	4,442	3,511	28.5
Richmond*	195.6	182.9		.1490	65,982	.2635	316	154.9	.245	.297	.238	.376	.276						
Henry			20,088	.0164	1,080	.0043	54	26.5						2,346	.0039	117	447	379	17.9
Martinsville		7.7		.0063	2,492	.0099	323	158.3											
Highland			4,525	.0037	172	.0006	38	18.6						502	.0008	111	26	31	-16.1
Isle of Wight			13,409	.0109	1,057	.0042	79	38.7						2,403	.0040	179	114	78	46.2
James City			3,679	.0032	302	.0012	78	38.2						796	.0013	205	165	114	44.7
Williamsburg		3.7		.0031	1,103	.0044	292	143.1											
King and Queen			7,618	.0062	336	.0013	44	21.6						905	.0015	119	43	40	7.5
King George			5,297	.0043	205	.0008	39	19.1						572	.0009	108	111	72	54.2
King William			7,929	.0065	864	.0034	109	53.4						2,050	.0034	259	125	91	37.4
Lancaster			8,896	.0072	1,162	.0046	131	64.2						2,206	.0036	248	111	70	58.6
Lee			30,419	.0248	1,392	.0055	46	22.5						4,319	.0071	142	170	100	70.0
Leesburg			19,852	.0162	2,622	.0104	132	64.7						4,738	.0078	239	340	227	49.8
Louisa			14,309	.0117	948	.0037	66	32.4						1,930	.0032	135	68	50	36.0
Lunenburg			14,058	.0115	898	.0035	64	31.4						2,219	.0037	158	133	64	106.2
Madison			8,952	.0073	475	.0019	53	26.0						1,063	.0017	119	61	50	22.0
Mathews			7,884	.0064	626	.0025	79	38.7						1,293	.0021	164	93	67	38.8
Mecklenburg			32,622	.0266	2,143	.0085	66	32.4						6,012	.0099	184	455	135	237.0
Middlesex			7,273	.0059	600	.0024	82	40.2						1,148	.0019	158	80	42	90.6
Montgomery			19,805	.0160	2,165	.0086	110	53.9						5,316	.0087	271	271	222	22.1
Radford			6,227	.0051	1,173	.0046	188	92.2											
Nansemond			22,530	.0184	731	.0029	32	15.7						2,565	.0042	114	374	309	-1.0
Suffolk	17.7	10.2		.0084	3,413	.0136	332	162.7	.013	.016	.016	.019	.014						
Nelson			16,345	.0133	918	.0038	56	27.5						3,196	.0053	196	114	95	20.0
New Kent			4,300	.0035	349	.0013	81	39.7						890	.0015	207	52	35	48.6
Norfolk*			30,082	.0245	1,233	.0049	253	124.0						94,224	.1550	590	3,680	2,727	34.2
Norfolk*	184.9	129.7		.1056	39,228	.1566	253	124.0	.161	.283	.138	.149	.203						
Portsmouth	60.0	45.7		.0372	9,707	.0387	212	103.9	.049	.054	.025	.027	.054						
South Norfolk		7.8		.0064	702	.0028	89	43.6											
Northampton			18,565	.0151	2,447	.0097	132	64.7						6,334	.0104	341	252	170	48.2
Northumberland			11,081	.0090	709	.0028	64	31.4						1,612	.0027	145	77	65	18.5
Nottoway			14,866	.0121	1,782	.0071	120	58.8						4,102	.0067	276	210	109	92.0
Orange			12,070	.0098	1,975	.0078	164	80.4						4,360	.0072	361	128	116	10.3
Page			14,852	.0121	1,297	.0051	87	42.6						2,683	.0044	181	138	95	45.2
Patrick			5,133	.0021	533	.0021	34	16.7						1,854	.0031	117	99	37	167.6
Pittsylvania			61,424	.0500	2,485	.0099	40	19.6						18,803	.0309	306	1,209	708	70.8
Danville	27.8	22.2		.0181	8,204	.0327	369	180.9	.028	.036	.048	.030	.051						
Powhatan			6,143	.0050	299	.0011	49	24.0						993	.0016	162	60	46	30.4
Prince Edward			14,520	.0118	1,430	.0057	96	48.0						3,469	.0057	239	144	107	34.6
Prince George			10,311	.0084	316	.0012	31	15.2						1,194	.0020	116	195	174	12.1
Hopewell		11.3		.0092	2,119	.0064	187	91.7	.011	.010	.010	.004	.017						
Princess Anne			16,282	.0133	1,606	.0064	99	48.5						3,237	.0053	199	234	226	3.5
Prince William			13,951	.0114	1,917	.0076	137	67.2						3,463	.0057	248	421	279	50.9
Pulaski			20,566	.0168	2,115	.0084	103	50.5						5,216	.0086	254	166	128	29.7
Rappahannock			7,717	.0063															

Test Your Sales Plan In This VIRGINIA Market*

54% of the population of Virginia	1,321,000
63% of the Retail Sales (1933 report)	\$225,311,000
64% of the Spendable Income (1934 report)	\$438,665,000

*—with a "bonus" of 27 North Carolina counties, definitely in Norfolk's trading area, adding a population of 716,545, Retail Sales of \$72,605,000, and Spendable Money Income of \$183,322,000.

FINANCIALLY sound—accessible—economical to operate—
a combination of urban and rural communities, providing the
ideal proving ground. Ability to absorb goods in satisfactory
quantities is assured by:

1. The stable payrolls of such great industries as the Tobacco Factories, the Hampton Roads Shipyards, Du Pont, Allied Chemical, Ford Motor Co.
2. Diversified agriculture—tobacco, truck gardens, corn, peanuts, potatoes, apples, wheat, the great sea food industries.
3. Heavy tourist travel to Virginia's historic shrines and seaside play grounds.

In this market, dominated by Virginia's two largest cities, the Richmond Times-Dispatch, and the Norfolk Virginian-Pilot and Ledger-Dispatch provide an effective sales stimulus, including unified, intelligent merchandising cooperation.

Either city may be taken separately, but full sales possibilities require a joint campaign. Together Richmond and Norfolk city zones offer 37% of the State's population, a per capita spendable income of \$600 and \$118,308,000 in retail sales.

**Richmond
Times-Dispatch**

**Norfolk
Virginian-Pilot**

**Norfolk
Ledger-Dispatch**

Advertising Representatives
STORY, BROOKS & FINLEY, INC.,
C. P. HASBROOK, Associate

New York • Philadelphia • Chicago • Cleveland • San Francisco
APRIL 10, 1935 [441]

VIRGINIA—(Continued)

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change	
	Zone	Municipal							Food	Cloth- ing	Auto- motive	General Mdse.	Drugs							
Sussex			12,100	.0099	875	.0034	72	35.3						2,293	.0038	190	141	73	93.2	
Tazewell			32,477	.0265	2,980	.0119	92	45.1						6,299	.0104	194	401	160	150.6	
Warren			8,340	.0068	1,173	.0046	137	67.2						1,716	.0028	206	103	89	15.7	
Warwick*			8,829	.0072	657	.0026	252	123.5						23,587	.0388	545	641	419	53.0	
Newport News*	34.4	34.4		.0280	10,234	.0408	282	123.5	.042	.049	.035	.055	.050							
Washington			33,850	.0276	2,129	.0085	63	30.9						8,590	.0141	254	306	187	63.6	
Bristol**		8.8		.0072	2,912	.0116	329	161.3	.009	.012	.015	.009	.017							
Westmoreland			8,497	.0069	796	.0031	94	46.1						1,391	.0023	164	89	64	39.1	
Wise			51,167	.0417	4,596	.0183	90	44.1						9,669	.0159	174	507	269	88.5	
Wythe			20,704	.0169	1,705	.0068	82	40.2						3,384	.0056	164	115	83	38.6	
York			7,615	.0062	660	.0026	87	42.6						874	.0014	115	111	55	101.8	
STATE TOTAL			2,421,851	1.9726	358,102	1.4302	143	72.6	1.272	1.264	1.552	1.220	1.584	679,055	1.1173	280	31,372	22,180	41.4	

*Retail Sales and Spendable Money Income percentages figured against combined population of city and county.

**See Bristol, Tennessee for Zone population figures.

WEST VIRGINIA

Barbour			16,628	.0152	1,021	.0040	55	26.9						3,646	.0060	196	113	74	52.5
Berkeley			28,030	.0228	4,297	.0171	153	75.0						10,301	.0170	367	318	252	26.2
Martinsburg	14.8	14.8		.0121	3,887	.0155	262	128.4	.017	.023	.016	.012	.019						
Boone			24,586	.0200	2,648	.0105	108	52.9						6,277	.0103	255	288	135	113.3
Braxton			22,579	.0184	1,116	.0044	49	24.0						4,047	.0067	179	100	52	92.3
Brooke			24,663	.0201	2,797	.0111	113	55.4						6,235	.0103	253	264	277	4.7
Cabell and Wayne			121,992	.0993	22,347	.0892	183	89.7						54,718	.0900	449	1,466	1,258	16.5
Huntington	77.6	75.5		.0616	20,167	.0805	267	130.9	.076	.114	.028	.097	.096						
Calhoun			10,866	.0089	478	.0019	44	21.6						1,356	.0022	125	70	27	159.3
Clay			13,125	.0107	632	.0033	63	30.9						1,924	.0032	147	123	45	173.3
Doddridge			10,488	.0085	664	.0034	82	40.2						2,028	.0033	193	89	68	30.9
Fayette			72,050	.0567	9,948	.0397	138	67.6						21,745	.0358	302	1,135	561	102.3
Gilmer			10,641	.0067	633	.0025	59	28.9						1,624	.0027	153	58	39	48.7
Grant			8,441	.0069	617	.0024	73	35.8						1,379	.0023	163	64	43	48.8
Greenbrier			35,878	.0292	3,666	.0146	102	50.0						7,436	.0122	207	457	255	79.2
Hampshire			11,836	.0096	1,030	.0041	87	42.6						2,214	.0036	187	93	53	75.5
Hancock			28,511	.0232	4,400	.0176	155	76.0						10,847	.0178	380	658	518	27.0
Hardy			9,816	.0080	462	.0019	49	24.0						1,459	.0024	149	94	55	70.9
Harrison			78,567	.0640	14,397	.0575	183	89.7						35,604	.0586	453	1,003	875	14.6
Clarksburg	43.6	23.6		.0235	11,286	.0450	391	19.7	.036	.054	.048	.064	.036						
Jackson			16,124	.0131	1,060	.0043	67	32.8						3,148	.0052	195	119	69	72.5
Jefferson			15,780	.0129	2,466	.0098	156	76.5						5,892	.0097	373	210	170	23.5
Kanawha			157,667	.1264	31,276	.1249	199	97.1						77,645	.1278	492	2,838	2,079	36.5
Charleston	80.9	60.4		.0492	22,885	.0914	379	185.8	.033	.148	.100	.097	.098						
Lewis			21,794	.0178	2,945	.0117	135	60.2						7,242	.0119	332	267	220	21.4
Lincoln			19,156	.0156	972	.0038	50	24.5						2,471	.0041	129	98	52	88.5
Logan			58,534	.0477	7,891	.0315	135	66.2						20,712	.0341	354	775	438	76.9
McDowell			90,479	.0737	9,922	.0396	110	53.9						24,204	.0398	268	1,110	516	115.1
Marion			66,655	.0543	10,715	.0428	161	78.9						28,646	.0471	430	1,036	701	47.8
Fairmont	25.3	23.1		.0189	7,319	.0292	316	154.9	.028	.032	.034	.042	.033						
Marshall			39,831	.0324	3,853	.0153	97	47.5						10,113	.0166	254	340	242	40.5
Moundsville	14.4	14.4		.0117	2,188	.0087	152	74.5	.012	.006	.007	.010	.008						
Mason			20,786	.0169	1,694	.0067	81	39.7						4,196	.0069	202	185	129	43.4
Mercer			61,323	.0499	10,159	.0405	166	81.4						25,250	.0415	412	761	576	32.1
Bluefield	23.3	19.3		.0158	6,052	.0241	313	153.4	.019	.033	.027	.032	.032						
Mineral			20,064	.0164	2,461	.0098	123	60.3						5,356	.0088	287	164	108	51.9
Mingo			38,319	.0312	5,080	.0202	133	65.2						12,124	.0200	316	449	276	62.7
Monongalia			50,083	.0408	8,108	.0323	162	79.4						19,944	.0328	398	638	525	21.8
Morgantown	22.9	16.1		.0132	5,360	.0214	331	162.3	.024	.029	.023	.025	.023						
Monroe			11,949	.0097	663	.0026	55	27.0						1,791	.0029	150	104	58	79.3
Morgan			8,406	.0068	688	.0027	82	40.2						1,722	.0028	205	58	47	23.4
Nicholas			20,686	.0168	1,626	.0064	79	38.7						3,697	.0061	179	178	132	34.8
Ohio			72,077	.0587	22,995	.0918	319	156.4						43,132	.0710	598	1,423	1,276	11.5
Wheeling	73.9	61.6		.0502	22,449	.0896	364	178.4	.088	.120	.086	.137	.082						
Pendleton			9,660	.0079	531	.0021	55	27.0						1,060	.0017	110	93	45	106.7
Pleasants			6,545	.0053	892	.0034	130	63.7						1,891	.0031	289	81	85	4.6
Pocahontas			14,555	.0119	1,168	.0046	80	39.2						3,025	.0050	208	130	76	71.1
Preston			29,043	.0237	2,008	.0080	69	33.8						5,193	.0085	179	256	116	120.7
Putnam			16,737	.0136	1,017	.0040	61	29.9						2,420	.0040	145	94	44	113.6
Raleigh			68,072	.0554	10,861	.0433	160	78.4						26,361	.0434	387	1,136	593	91.6
Randolph			25,049	.0204	2,797	.0111	112	54.9						6,035	.0099	241	302	126	139.7
Ritchie			15,594	.0127	1,484	.0059	95	46.6						3,338	.0055	214	176	108	63.0
Roane			19,478	.0159	1,354	.0054	70	34.3						3,464	.0057	178	175	89	96.6
Summers			20,468	.0167	2,261	.0090	110	53.9						3,849	.0063	188	168	156	7.7
Taylor			19,114	.0156	2,569	.0102	134	65.7						4,658	.0077	244	172	148	16.2
Tucker			13,374	.0109	1,164	.0046	87	42.6						3,219	.0053	241	112	70	60.6
Tyler			12,785	.0104	1,626	.0064	127	62.3						3,476	.0057	272	187	140	33.6
Upshur			17,944	.0146	1,460	.0058	81	39.7						3,543	.0058	197	132	80	65.0
Wayne*																			
Webster			14,216	.0116	1,216	.0048	86	42.2						2,355	.0039	166	128	61	109.8
Wetzel			22,334	.0182	2,310	.0092	103	50.5						5,340	.0088	239	292	185	57.8
Wirt			6,358	.0052	260	.0010	41	20.1						789	.0013	124	28	8	250.0
Wood			56,521	.0460	11,176	.0448	198	97.1						26,795	.0441	474	798	727	9.8
Parkersburg	29.6	29.6		.0241	9,821	.0392	332	162.7	.037	.053	.042	.046	.042						
Wyoming			20,926	.0170	1,780	.0071	85	41.7						4,109	.0068	196	276	153	80.3
STATE TOTAL			1,728,205	1.4083	244,071	.9748	141	69.1	.808	.848	.950	.937	.793	581,045	.9561	336	22,029	15,326	43.7

33.2	52.5
30.8	26.2
15.7	113.3
53.0	92.3
83.6	4.7
39.1	18.5
88.5	159.3
38.6	173.3
01.8	30.9
41.4	102.3
	43.7
	48.8
	79.2
	75.5
	27.0
	70.9
	14.6
	72.5
	23.5
	36.5
	21.4
	88.5
	76.9
	115.1
	47.8
	40.5
	43.4
	32.1
	51.9
	62.7
	21.8
	79.3
	23.4
	34.8
	11.5
	106.7
	4.6
	71.1
	120.7
	113.6
	91.6
	139.4
	63.6
	96.6
	7.7
	16.6
	60.6
	33.3
	65.5
	109.9
	57.7
	25.5
3	80
6	43

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NORTH CAROLINA—(Continued)

COUNTIES Cities over 10,000	POPULATION			RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change
	Zone	Municipal							Food	Cloth- ing	Auto- motive	Gen- eral Mdse.	Drugs						
Pender			15,886	.0128	637	.0025	41	20.1						1,827	.0027	104	125	61	104.8
Perquimans			10,888	.0087	600	.0024	56	27.5						1,592	.0026	149	84	42	100.0
Person			22,039	.0180	1,233	.0049	58	27.5						4,584	.0075	208	290	114	154.4
Pitt.			54,466	.0444	7,392	.0295	138	66.7						16,336	.0269	300	1,852	750	143.7
Polk			10,216	.0083	910	.0036	89	43.6						2,060	.0034	202	74	51	45.1
Randolph			38,259	.0295	2,587	.0103	71	34.8						6,377	.0105	176	510	308	65.8
Richmond			34,016	.0277	3,928	.0156	115	56.4						9,357	.0154	275	351	270	30.0
Robeson			66,512	.0542	6,818	.0264	100	49.0						16,616	.0273	250	911	552	65.0
Rockingham			51,083	.0416	5,997	.0239	117	57.4						14,147	.0233	277	818	582	40.5
Rowan			56,665	.0462	8,960	.0357	158	77.5						21,809	.0359	385	676	708	4.5
Salisbury	22.1	16.9		.0138	6,690	.0287	395	193.6	.017	.020	.041	.028	.028						
Rutherford			40,452	.0329	3,328	.0132	82	40.2						7,563	.0124	187	354	347	2.0
Sampson			40,082	.0326	2,450	.0097	61	29.9						7,221	.0119	180	430	210	104.8
Scotland			20,174	.0164	1,842	.0073	91	44.6						4,160	.0068	206	258	206	25.2
Stanly			30,216	.0246	3,633	.0145	120	58.8						8,788	.0145	291	378	287	31.7
Stokes			22,290	.0182	684	.0027	31	15.2						2,488	.0041	112	178	64	178.1
Surry			39,749	.0324	3,651	.0145	92	45.1						10,367	.0171	261	412	262	57.1
Swain			11,588	.0094	573	.0022	50	24.5						1,658	.0027	143	75	31	141.9
Transylvania			9,589	.0078	867	.0034	90	44.1						2,335	.0038	244	64	53	20.7
Tyrell			5,164	.0042	73	.0002	14	6.9						535	.0009	104	39	23	70.0
Union			40,979	.0334	3,024	.0120	74	36.3						8,615	.0142	210	260	167	55.7
Vance			27,294	.0222	3,595	.0103	132	64.7						8,774	.0144	321	468	231	102.6
Wake			94,757	.0772	17,482	.0698	184	90.2						41,191	.0678	435	2,153	1,310	64.4
Raleigh	37.3	37.3		.0304	14,246	.0569	381	186.8	.044	.088	.083	.051	.072						
Warren			23,364	.0190	1,321	.0052	57	27.9						3,745	.0062	160	174	104	67.3
Washington			11,803	.0095	1,285	.0050	109	53.4						2,575	.0042	222	106	63	68.3
Watauga			15,165	.0123	764	.0030	50	24.5						2,787	.0046	184	104	60	73.3
Wayne			53,013	.0432	6,463	.0258	122	59.8						15,123	.0249	285	1,052	546	92.7
Goldensboro	16.5	14.9		.0122	4,459	.0178	298	146.1	.010	.017	.019	.035	.017						
Wilkes			36,182	.0294	1,988	.0079	55	27.0						6,150	.0101	170	289	190	52.1
Wilson			44,914	.0366	5,659	.0226	126	61.8						13,850	.0228	308	1,121	492	127.8
Wilson	14.5	12.6		.0103	4,488	.0179	356	174.5	.012	.021	.022	.024	.020						
Yadkin			18,010	.0147	652	.0026	36	17.6						1,990	.0033	110	187	76	148.1
Yancey			14,488	.0118	346	.0013	24	11.7						1,643	.0027	113	30	12	150.0
STATE TOTAL			3,170,276	2.5822	363,111	1.4503	115	58.4	1.142	1.032	1.930	1.391	1.475	960,459	1.5804	303	45,951	29,191	57.4

SOUTH CAROLINA

Abbeville			23,323	.0190	1,519	.0061	65	31.9						3,874	.0064	166	122	118	3.3
Aiken			47,403	.0386	4,406	.0176	93	45.6						10,995	.0181	232	478	391	22.3
Allendale			13,294	.0108	694	.0028	52	25.5						1,453	.0024	109	103	68	51.5
Anderson			80,949	.0659	9,419	.0378	116	56.9						26,834	.0441	332	848	664	27.7
Anderson	22.3	14.3		.0123	5,666	.0226	394	193.1	.016	.011	.025	.037	.024						
Bamberg			19,410	.0158	1,606	.0064	83	40.7						3,714	.0061	191	204	126	61.9
Barnwell			21,221	.0173	1,458	.0056	69	33.8						3,941	.0065	186	175	115	52.2
Beaufort			21,815	.0178	1,456	.0056	67	32.8						4,093	.0067	188	229	151	51.7
Berkeley			22,236	.0181	847	.0034	38	18.6						2,043	.0034	92	122	85	43.5
Calhoun			16,707	.0136	852	.0034	51	25.0						2,655	.0044	159	163	81	101.2
Charleston			101,050	.0823	18,648	.0745	185	90.7						46,339	.0763	459	1,356	1,033	31.3
Charleston	62.2	62.2		.0507	16,997	.0678	273	133.8	.075	.087	.071	.057	.073						
Cherokee			32,201	.0262	2,568	.0103	80	39.2						5,842	.0096	181	251	228	10.1
Chester			31,803	.0259	3,023	.0121	95	46.6						7,121	.0117	224	289	212	26.9
Chesterfield			34,334	.0280	2,516	.0101	73	35.8						6,369	.0105	186	385	230	67.4
Clarendon			30,036	.0245	1,260	.0050	42	20.6						4,121	.0068	137	217	162	33.9
Colleton			25,821	.0210	1,708	.0068	68	32.4						3,332	.0055	129	274	183	49.7
Darlington			41,427	.0337	4,939	.0197	119	58.3						9,971	.0164	241	614	450	36.4
Dillon			25,733	.0210	1,966	.0079	76	37.3						5,015	.0083	195	393	220	78.6
Dorchester			18,956	.0154	1,234	.0048	65	31.9						2,616	.0043	138	152	102	49.0
Edgefield			19,326	.0157	1,122	.0045	58	28.4						2,914	.0048	151	162	75	116.0
Fairfield			23,267	.0190	1,607	.0064	69	33.8						3,928	.0065	169	177	125	41.6
Florence			61,027	.0497	8,008	.0320	131	64.2						20,002	.0329	328	1,058	802	31.9
Florence	18.0	14.7		.0120	4,830	.0192	327	160.3	.016	.024	.028	.018	.016						
Georgetown			21,738	.0177	1,663	.0066	77	37.7						4,683	.0077	215	223	172	29.7
Greenville			117,009	.0953	22,467	.0897	152	94.1						60,289	.0992	515	1,652	1,514	10.9
Greenville	63.7	29.1		.0237	15,383	.0614	526	258.8	.038	.085	.084	.074	.067						
Greenwood			36,078	.0294	4,784	.0191	133	65.2						12,634	.0208	350	432	328	31.7
Greenwood	15.0	11.0		.0090	3,201	.0127	290	142.2	.010	.011	.019	.017	.016						
Hampton			17,243	.0140	1,248	.0050	72	35.3						2,956	.0049	171	214	83	157.8
Horry			39,376	.0321	3,182	.0127	81	39.7						8,093	.0133	206	519	285	82.1
Jasper			9,988	.0081	510	.0020	51	25.0						1,154	.0019	116	76	40	90.0
Kershaw			32,070	.0261	2,419	.0097	75	36.8						5,406	.0089	169	370	219	68.9
Lancaster			27,980	.0228	2,650	.0114	102	50.0						5,534	.0091	198	245	183	33.9
Laurens			42,094	.0343	3,905	.0156	93	45.6						9,088	.0149	218	419	320	30.9
Lee			24,096	.0196	1,402	.0056	58	28.4						3,905	.0064	162	227	148	53.4
Lexington			36,494	.0297	2,419	.0097	66	32.4						6,466	.0106	177	290	171	69.6
McCormick			11,471	.0093	567	.0023	49	24.2						1,936	.0032	169	75	48	56.3
Marion			27,221	.0221	2,742	.0110	101	49.5						5,376	.0088	197	467	314	48.7
Marlboro			31,634	.0257	2,884	.0115	91	44.6						6,605	.0109	209	334	263	27.0
Newberry			34,681	.0282	3,411	.0138	98	48.0						7,735	.0127	223	332	232	43.1
Oconee			33,368	.0272	2,957	.0118	89	43.6						6,357	.0105	191	329	230	43.0
Orangeburg			63,864	.0520	4,249	.0170	67	32.8						12,051	.0198	189	629	350	79.7
Pickens			33,709	.0275	3,031	.0121	90	44.1						7,093	.0117	210	269	210	37.6

SOUTH CAROLINA—(Continued)

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change	
	Zone	Municipal							Food	Clothing	Automotive	General Mdse.	Drugs							
Richland Columbia	71.7	51.5	87,667 18,148	.0714 .0148	17,065 823	.0682 .0033	195 45	95.6 22.1						43,080 2,645	.0709 .0044	491 146	1,725 99	1,290 80	33.7 65.0	
Saluda Spartanburg			116,323	.0947	15,301	.0611	132	64.7						40,210	.0662	346	1,467	1,182	24.1	
Spartanburg	43.0	28.7		.0234	9,795	.0391	341	167.2	.028	.055	.054	.042	.035							
Sumter			45,902	.0374	5,115	.0204	111	54.4						12,806	.0211	279	548	447	22.6	
Sumter	15.6	11.7		.0096	4,470	.0178	379	185.8	.011	.012	.027	.022	.013							
Union			30,920	.0252	3,219	.0129	104	51.0						8,745	.0144	283	326	259	25.9	
Williamsburg			34,914	.0284	1,506	.0060	43	21.1	.0072	.126				4,389	.0072	126	299	179	67.0	
York			53,418	.0435	5,640	.0225	106	52.0						15,879	.0261	297	558	443	26.0	
Rock Hill	16.0	11.3		.0092	3,340	.0133	295	144.6	.013	.006	.015	.012	.013							
STATE TOTAL			1,738,765	1.4162	186,215	.7437	107	52.4	.626	.465	.895	.713	.762	472,287	.7771	272	19,896	14,591	36.4	

GEORGIA

Appling			13,314	.0108	947	.0037	71	34.8						1,680	.0028	126	99	60	65.0
Atkinson			6,894	.0056	315	.0012	46	22.5						635	.0010	92	34	25	38.0
Bacon			7,055	.0057	500	.0020	71	34.8						660	.0011	94	39	13	200.0
Baker			7,818	.0064	245	.0009	31	15.2						417	.0007	53	22	11	100.0
Baldwin			22,878	.0186	1,901	.0076	83	40.7						4,587	.0075	200	192	114	68.4
Banks			9,703	.0079	99	.0003	10	4.9						329	.0005	34	17	8	112.5
Barrow			12,401	.0101	1,085	.0043	87	42.6						2,521	.0041	203	120	84	87.5
Barrow			25,364	.0207	229	.0009	9	4.4						3,926	.0065	155	243	156	55.8
Ben Hill			13,047	.0106	1,610	.0064	123	60.3						3,723	.0061	285	144	119	21.0
Berrien			14,646	.0119	1,013	.0040	69	33.8						2,753	.0045	188	83	53	56.6
Bibb			77,042	.0627	15,663	.0625	203	99.5						39,845	.0656	517	1,169	960	21.8
Macon	53.8	53.8		.0438	14,694	.0586	273	133.8	.048	.068	.078	.080	.070						
Bleckley			9,133	.0074	651	.0026	71	34.8						1,367	.0023	150	49	33	48.5
Brantley			6,895	.0056	246	.0009	36	17.6						712	.0012	103	29	31	—6.5
Brooks			21,330	.0174	1,080	.0043	51	25.0						2,674	.0044	125	135	45	200.0
Bryan			5,952	.0048	260	.0010	44	21.6						591	.0010	99	63	34	85.3
Bulloch			26,509	.0216	1,988	.0079	47	23.0						3,653	.0060	138	238	160	48.6
Burke			29,224	.0238	1,881	.0075	64	31.4						4,030	.0066	138	186	139	33.8
Butts			9,345	.0076	818	.0033	88	43.1						1,446	.0024	155	125	76	64.5
Calhoun			10,576	.0086	767	.0030	73	35.8						1,406	.0023	133	125	65	92.3
Camden			6,338	.0052	398	.0016	63	30.9						794	.0013	125	45	26	73.1
Campbell			9,903	.0081										1,556	.0026	157			
Candler			8,991	.0073	539	.0021	80	29.4						1,422	.0023	158	43	27	59.3
Carroll			34,272	.0279	2,745	.0109	80	39.2						6,220	.0102	181	272	234	16.2
Catoosa			9,421	.0077	299	.0020	32	15.7						854	.0014	91	97	79	22.8
Charlton			4,381	.0036	425	.0017	97	47.5						803	.0013	183	50	20	150.0
Chatham			105,431	.0859	21,047	.0840	200	98.0						52,264	.0860	496	1,218	1,017	19.8
Savannah	87.7	85.0		.0693	19,911	.0795	234	114.7	.080	.138	.085	.074	.068						
Chattahoochee			8,894	.0072	98	.0003	10	4.9						955	.0016	107	229	245	—6.5
Chattooga			15,407	.0125	1,721	.0069	112	54.9						3,960	.0065	257	170	133	27.8
Cherokee			20,003	.0163	1,565	.0062	78	38.2						3,167	.0052	158	149	108	38.0
Clarke			25,613	.0209	6,305	.0252	246	120.6						13,021	.0214	508	456	343	32.9
Athens	18.1	18.1		.0148	6,115	.0244	336	164.7	.020	.020	.036	.024	.029						
Clay			6,943	.0057	428	.0017	62	30.4						1,195	.0020	172	67	23	191.3
Clayton			10,280	.0084	641	.0026	62	30.4						1,926	.0032	188	151	74	104.1
Clinch			7,015	.0057	591	.0024	84	41.2						1,234	.0020	176	79	48	64.6
Cobb			35,408	.0288	3,340	.0133	94	46.1						6,785	.0112	192	340	309	10.0
Coffee			19,739	.0160	1,189	.0048	60	29.4						2,659	.0044	135	152	108	40.7
Colquitt			30,622	.0249	3,224	.0129	105	51.5						7,692	.0127	251	285	203	40.4
Columbia			8,793	.0072	306	.0012	35	17.2						950	.0016	108	44	41	7.3
Cook			11,311	.0092	820	.0033	72	35.3						1,440	.0024	127	80	43	86.0
Coweta			25,127	.0205	2,572	.0103	102	50.0						5,769	.0095	230	231	240	—3.7
Crawford			7,020	.0057	181	.0007	26	12.7						690	.0011	98	18	14	26.6
Crisp			17,343	.0141	2,217	.0089	128	62.7						4,567	.0075	263	193	158	22.2
Dade			4,146	.0034	180	.0006	39	19.1						364	.0006	88	12	14	—14.3
Dawson			3,502	.0029	54	.0002	15	7.4						270	.0004	77	26	15	73.3
Decatur			23,622	.0192	1,704	.0068	72	35.3						3,560	.0059	151	202	119	69.7
De Kalb																			
Decatur	13.2			.0108	2,693	.0107	203	99.5	.012	.000	.021	.002	.023						
Dodd			21,599	.0176	1,378	.0055	64	31.4						3,170	.0052	147	133	85	56.5
Dooly			18,025	.0147	1,019	.0041	57	27.9						2,637	.0043	146	169	79	113.9
Dougherty			22,306	.0182	4,359	.0174	195	95.6						10,300	.0169	462	431	292	47.6
Albany	14.5	14.5		.0110	4,245	.0169	293	143.8	.019	.012	.018	.028	.011						
Douglas			9,461	.0077	784	.0031	83	40.7						3,770	.0062	398	92	55	67.3
Early			18,273	.0149	849	.0040	46	22.5						2,259	.0037	124	122	63	93.7
Echols			2,744	.0022	76	.0003	28	13.7						226	.0004	83			
Effingham			10,164	.0083	438	.0018	43	21.1						1,034	.0017	102	63	34	85.3
Elbert			18,485	.0151	1,609	.0064	87	42.6						3,407	.0056	184	195	138	43.4
Emanuel			24,101	.0196	1,741	.0069	72	35.3						4,278	.0070	178	184	101	62.2
Evans			7,102	.0058	554	.0022	78	38.2						1,112	.0018	157	88	37	83.8
Fannin			12,969	.0106	494	.0020	38	18.6						980	.0016	76	52	21	147.6
Fayette			6,665	.0056	374	.0015	43	21.1						989	.0016	114	47	37	27.0
Floyd			48,667	.0396	9,185	.0366	189	92.8						22,970	.0378	472	705	606	16.3
Rome	21.8	21.8		.0178	7,427	.0289	340	166.7	.024	.029	.034	.036	.031						
Forsyth			10,624	.0087	333	.0013	31	15.2						1,000	.0016	94	45	28	60.7
Franklin			15,902	.0129	1,081	.0043	68	33.3						2,701	.0044	170	100	88	13.6

GEORGIA—(Continued)

COUNTIES Cities over 10,000	POPULATION		RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES			
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change
	Zone	Municipal							Food	Cloth- ing	Auto- motive	General Mdse.	Drugs						
Fulton			395,595	.3222	107,466	.4292	272	133.3						239,463	.3940	605	9,819	7,501	30.9
Atlanta	360.6	270.4		.2001	94,484	.3773	385	188.7	.275	.526	.290	.677	.447						
Gilmer			7,344	.0060	273	.0010	37	18.1						723	.0011	98	41	16	156.3
Glascok			4,388	.0036	280	.0011	66	32.4						576	.0009	131	57	33	72.7
Glynn			19,400	.0158	3,191	.0127	164	80.4						7,204	.0119	371	333	170	95.9
Brunswick	23.0	14.0		.0114	2,743	.0109	196	96.1	.012	.007	.013	.012	.014						
Gordon			16,846	.0137	1,556	.0082	92	45.1						3,213	.0053	191	182	105	73.3
Grady			19,200	.0156	1,187	.0047	65	31.9						2,789	.0046	145	157	36	336.1
Greene			12,616	.0103	926	.0037	73	35.8						1,778	.0029	141	95	71	33.8
Gwinnett			27,853	.0227	1,952	.0078	70	34.3						3,578	.0058	128	238	190	25.3
Habersham			12,748	.0104	1,109	.0044	87	42.6						1,895	.0031	149	137	91	50.5
Hall			30,313	.0247	4,204	.0167	140	68.6						7,524	.0123	248	309	237	30.4
Hancock			13,070	.0106	599	.0023	46	22.5						1,632	.0026	125	62	52	19.2
Harrison			13,263	.0108	1,016	.0040	77	37.7						1,789	.0029	135	165	86	91.9
Harris			11,140	.0091	577	.0023	52	25.5						1,581	.0026	142	50	36	38.9
Hart			15,174	.0124	899	.0035	59	28.9						2,709	.0044	179	77	51	51.0
Heard			9,102	.0074	247	.0009	27	13.2						559	.0009	61	23	15	53.3
Henry			15,924	.0130	928	.0037	58	28.4						2,287	.0037	144	115	81	42.0
Houston			11,280	.0092	773	.0030	69	33.8						1,673	.0027	148	81	51	58.8
Irwin			12,199	.0099	584	.0023	48	23.5						1,425	.0023	117	83	51	62.7
Jackson			21,609	.0176	1,489	.0059	69	33.8						3,161	.0052	146	143	85	68.2
Jasper			8,594	.0070	601	.0024	70	34.3						1,555	.0025	181	45	60	—25.0
Jeff Davis			8,118	.0066	623	.0024	77	37.7						1,205	.0019	148	51	31	64.5
Jefferson			20,727	.0169	1,228	.0049	59	28.9						3,245	.0053	157	154	89	73.0
Jenkins			12,908	.0105	832	.0033	64	31.4						2,460	.0040	191	76	50	52.0
Johnson			12,681	.0103	612	.0024	48	23.5						1,523	.0025	120	81	60	35.0
Jones			8,992	.0073	224	.0008	25	12.3						726	.0011	81	19	23	—17.4
Lamar			9,745	.0079	782	.0031	80	39.2						1,477	.0024	152	106	58	82.8
Lanier			5,190	.0042	218	.0008	42	20.6						480	.0007	92	15	14	7.1
Laurens			32,893	.0266	2,753	.0109	84	41.2						5,117	.0084	157	257	181	42.0
Lee			8,328	.0068	256	.0010	31	15.2						539	.0008	65	40	21	90.5
Liberty			8,153	.0066	315	.0012	39	19.1						570	.0009	70	43	18	138.9
Lincoln			7,847	.0064	301	.0012	38	18.6						921	.0015	117	64	30	113.3
Long			4,180	.0034	114	.0004	27	13.2						194	.0003	46	39	8	387.5
Lowndes			29,994	.0244	4,062	.0162	135	66.2						9,172	.0151	306	415	291	42.6
Valdosta	16.1	13.4		.0110	3,571	.0142	265	129.9	.011	.011	.020	.017	.021						
Lumpkin			4,927	.0040	279	.0011	57	27.9						730	.0012	148	37	30	23.3
McDuffie			9,014	.0073	926	.0037	103	50.5						1,944	.0032	216	88	70	25.7
McIntosh			5,763	.0047	460	.0018	80	39.2						1,150	.0019	199	46	29	58.6
Macon			16,843	.0136	966	.0038	58	28.4						2,633	.0043	158	118	74	59.5
Madison			14,921	.0122	814	.0032	55	27.0						2,170	.0035	145	66	42	57.1
Marion			6,968	.0057	289	.0011	41	20.1						647	.0010	93	40	27	48.1
Meriwether			22,437	.0183	1,354	.0054	80	29.4						3,520	.0057	157	197	143	37.8
Miller			9,076	.0074	389	.0015	43	21.1						975	.0016	107	53	23	130.4
Milton																			
Mitchell			23,620	.0192	1,316	.0052	56	27.5						3,848	.0063	163	170	50	240.0
Monroe			11,606	.0095	841	.0033	72	35.3						1,674	.0027	144	102	47	117.0
Montgomery			10,020	.0082	354	.0014	35	17.2						1,194	.0019	119	32	24	33.3
Morgan			12,488	.0102	904	.0036	72	35.3						2,167	.0035	174	114	64	78.1
Murray			9,215	.0075	303	.0012	33	16.2						1,217	.0020	132	73	24	204.2
Muscogee			57,558	.0469	14,607	.0583	254	124.5						28,871	.0475	501	1,099	808	38.0
Columbus	58.7	43.1		.0351	13,873	.0554	322	157.8	.048	.088	.064	.064	.053						
Newton			17,290	.0141	2,106	.0084	122	59.8						3,384	.0056	196	179	162	10.5
Oconee			8,082	.0066	174	.0006	22	10.8						605	.0010	75	27	29	—6.9
Oglethorpe			12,927	.0105	454	.0018	35	17.2						1,859	.0031	144	71	32	121.9
Paulding			12,327	.0100	478	.0019	39	19.1						1,208	.0020	98	57	30	90.0
Peach			10,268	.0084	964	.0039	96	47.1						2,824	.0047	275	131	89	47.2
Pickens			9,687	.0079	779	.0031	80	39.2						1,745	.0029	180	87	45	48.9
Pierce			12,522	.0102	614	.0024	49	24.0						1,510	.0025	121	101	69	46.4
Pike			10,853	.0088	497	.0019	46	22.5						1,225	.0020	113	83	65	27.7
Polk			25,141	.0205	3,051	.0121	121	59.3						7,072	.0116	282	254	203	25.1
Pulaski			9,005	.0073	773	.0030	86	42.2						1,460	.0024	162	77	39	97.4
Putnam			8,367	.0068	512	.0020	61	29.9						1,025	.0017	122	85	42	102.4
Quitman			3,820	.0031	119	.0004	31	15.2						277	.0005	73	30	12	150.0
Rabun			6,331	.0052	508	.0020	80	39.2						1,191	.0020	188	107	55	94.5
Randolph			17,174	.0139	1,103	.0044	64	31.4						2,783	.0046	162	159	79	101.3
Richmond			72,990	.0595	15,038	.0600	206	101.0						37,112	.0611	508	1,037	1,004	3.3
Augusta	67.3	60.3		.0491	14,641	.0584	243	119.1	.058	.075	.061	.055	.058						
Rockdale			7,247	.0059	595	.0022	77	37.7											

GEORGIA—(Continued)

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL							ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES				
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	1934	1933	% change
	Zone	Muni- cipal							Food	Cloth- ing	Auto- motive	Gen- eral Mdso.	Drugs						
Toombs			17,165	.0139	1,492	.0059	87	42.6						3,151	.0052	184	108	68	58.8
Towns			4,346	.0035	108	.0004	25	12.3						339	.0006	78	10	11	—9.1
Trenton			7,488	.0061	488	.0018	63	30.9						940	.0015	126	43	31	38.7
Troup			36,752	.0299	6,118	.0244	166	81.4						15,550	.0256	423	396	400	—1.0
La Grange	25.5	20.1		.0164	3,870	.0154	153	75.0	.057	.018	.020	.013	.020						
Turner			11,196	.0091	699	.0027	62	30.4						1,622	.0026	145	74	43	72.1
Twigg			8,372	.0068	244	.0009	29	14.2						843	.0013	101	34	15	126.7
Union			6,340	.0052	166	.0006	26	12.7						526	.0008	83	9	14	—35.7
Upson			19,509	.0159	2,525	.0100	129	63.2						5,227	.0086	268	286	197	45.2
Walker			26,206	.0213	2,359	.0094	90	44.1						6,085	.0100	232	234	203	15.3
Walton			21,118	.0172	1,536	.0061	73	35.8						3,443	.0056	163	189	157	20.4
Ware			26,558	.0216	4,337	.0173	163	79.9						10,021	.0165	377	344	204	68.6
Waycross	20.0	15.5		.0126	4,006	.0160	258	126.5	.013	.010	.026	.015	.021						
Warren			11,181	.0091	536	.0021	48	23.5						1,703	.0028	152	101	61	65.6
Washington			25,030	.0204	1,734	.0069	69	33.8						3,708	.0061	148	146	127	15.0
Wayne			12,647	.0103	915	.0036	72	35.3						1,567	.0025	124	89	38	134.2
Webster			5,032	.0041	77	.0003	15	7.4						288	.0004	57	19	9	111.1
Wheelor			9,149	.0075	267	.0010	29	14.2						655	.0010	72	32	29	10.3
White			6,056	.0049	151	.0006	25	12.3						370	.0006	61	15	11	36.4
Whitfield			20,808	.0169	2,916	.0116	140	68.6						5,657	.0093	272	245	200	22.5
Wilcox			13,439	.0109	666	.0026	50	24.5						1,799	.0029	134	78	47	65.9
Wilkes			15,944	.0129	1,103	.0044	69	33.8						2,145	.0035	135	112	64	75.0
Wilkinson			10,844	.0088	431	.0017	40	19.6						1,129	.0018	104	67	48	39.6
Worth			21,094	.0172	998	.0039	47	23.0						2,534	.0041	120	94	67	40.3
STATE TOTAL			2,908,506	2.3689	352,916	1.4095	121	59.3	1.159	1.159	1.616	1.608	1.603	810,775	1.3341	279	33,235	24,119	37.8

FLORIDA

Alachua			34,365	.0278	5,114	.0204	149	73.0						11,983	.0197	349	580	395	46.8
Gainesville	12.3	10.4		.0085	3,822	.0152	365	178.9	.017	.011	.024	.011	.020						
Baker			6,273	.0051	424	.0016	68	33.3						1,190	.0020	190	61	35	74.3
Bay			12,091	.0098	1,956	.0078	162	79.4						4,370	.0072	361	333	184	81.0
Bradford			9,405	.0077	745	.0029	79	38.7						1,294	.0021	138	63	36	75.0
Brevard			13,283	.0108	2,576	.0102	194	95.1						5,018	.0083	378	210	134	56.7
Broward			20,094	.0164	4,807	.0192	239	117.2						8,446	.0139	420	531	321	65.4
Calhoun			7,298	.0059	502	.0020	69	33.8						1,361	.0023	189	70	30	133.3
Charlotte			4,013	.0033	593	.0023	148	72.5						672	.0011	167	66	48	43.5
Citrus			5,516	.0045	545	.0021	99	48.5						788	.0013	143	47	27	74.1
Clay			6,859	.0056	576	.0023	84	41.2						1,295	.0021	189	75	50	50.0
Collier			2,883	.0023	335	.0013	116	56.9						799	.0013	277	45	58	—22.4
Columbia			14,638	.0119	1,391	.0055	95	46.6						3,305	.0054	226	201	115	74.8
Dade			142,955	.1164	52,683	.2104	369	194.1						105,426	.1735	737	4,034	2,459	64.1
Miami	125.6	110.6		.0901	44,940	.1794	406	199.0	.143	.169	.235	.179	.245						
De Soto			7,745	.0063	1,447	.0057	187	91.7						2,905	.0048	375	158	96	64.6
Dixie			6,419	.0052	733	.0029	114	55.9						1,732	.0012	270	74	31	138.7
Duval			155,503	.1267	39,168	.1564	252	123.5						78,736	.1296	506	3,562	2,525	41.1
Jacksonville	138.2	129.5		.1055	37,767	.1508	292	143.1	.150	.153	.173	.149	.208						
Escambia			53,594	.0437	9,867	.0394	184	90.2						24,703	.0406	461	884	759	10.5
Pensacola	31.5	31.5		.0257	8,760	.0349	277	135.8	.034	.040	.045	.025	.043						
Flagler			2,466	.0020	381	.0015	155	76.0						882	.0014	350	52	25	108.0
Franklin			6,283	.0051	601	.0024	96	47.1						1,168	.0019	186	55	30	83.3
Gadsden			29,890	.0243	2,220	.0088	74	38.3						6,424	.0108	215	303	228	34.1
Gilchrist			4,137	.0034	256	.0010	62	30.4						609	.0010	146	42	30	40.0
Glades			2,762	.0022	294	.0011	106	52.0						494	.0008	179	29	23	28.1
Gulf			3,182	.0026	184	.0007	58	28.4						610	.0010	192	32	16	100.0
Hamilton			9,454	.0077	651	.0026	69	33.8						1,759	.0029	186	82	41	100.0
Hardee			10,348	.0084	1,505	.0060	145	71.1						2,147	.0035	207	164	85	92.9
Hendry			3,492	.0028	686	.0027	199	97.5						8,905	.0147	255	161	74	117.6
Hernando			4,946	.0040	812	.0032	164	80.4						855	.0014	173	68	39	74.4
Highlands			9,192	.0075	1,780	.0071	194	95.1						2,141	.0035	233	194	153	26.8
Hillsborough			153,519	.1251	31,623	.1263	206	100.9						73,896	.1216	507	2,398	1,748	37.2
Tampa	119.7	101.1		.0824	26,725	.1067	264	129.4	.119	.117	.138	.076	.121						
Holmes			12,924	.0105	305	.0012	24	11.8						1,855	.0031	144	83	34	144.1
Indian River			6,724	.0055	1,139	.0045	169	82.8						2,197	.0036	327	117	66	77.3
Jackson			31,969	.0260	2,631	.0113	89	43.6						8,930	.0147	279	348	181	92.3
Jefferson			13,408	.0109	696	.0027	52	25.5						1,897	.0031	141	115	71	62.0
Lafayette			4,361	.0036	221	.0008	51	25.0						594	.0010	136	25	9	177.8
Lake			23,161	.0189	4,253	.0169	184	90.2						6,142	.0101	285	510	366	39.3
Lee			14,990	.0122	3,058	.0122	204	100.0						4,942	.0081	330	312	191	63.4
Leon			23,476	.0191	3,802	.0151	162	79.4						5,295	.0087	226	628	423	48.5
Tallahassee	13.2	10.7		.0067	3,611	.0144	337	165.2	.017	.015	.018	.010	.024						
Levy			12,546	.0102	722	.0028	58	28.4						1,700	.0028	136	122	67	82.1
Liberty			4,067	.0033	121	.0004	30	14.7						415	.0007	102	52	21	147.6
Madison			15,614	.0127	1,101	.0044	71	34.8						2,961	.0049	190	162	89	62.0
Manatee			22,502	.0183	3,952	.0157	176	86.3						4,228	.0070	188	344	215	60.0
Marion			29,578	.0241	4,452	.0177	151	74.0						4,879	.0080	165	489	325	50.5
Martin			5,111	.0042	871	.0038	190	93.1						1,481	.0024	290	72	58	24.1
Monroe			13,624	.0111	1,858	.0074	138	66.7						4,580	.0075	336	119	45	164.4
Key West	12.6	12.6		.0105	1,788	.0071	139	68.1	.012	.002	.004	.008	.005						
Nassau			9,375	.0076	806	.0032	86	42.2						1,750	.0029	187	81	46	76.1
Okaloosa			9,897	.0081	704	.0028	71	34.8						1,427	.0024	144	121	89	38.0
Okeechobee			4,129	.0034	451	.0018	109	53.4						992	.0016	240	48	38	26.3
Orange			49,737	.0405	14,508	.0579	292	143.1						10,345	.0170	208	1,099	854	28.7
Orlando	34.7	27.3		.0223	11,612	.0463	425	208.3	.039	.047	.065	.049	.059						

One of the South's Best Markets—St. Petersburg, Florida

A \$40,000,000 Tourist Crop

During the past winter season St. Petersburg has entertained approximately 200,000 visitors from all parts of America.

At an average minimum expenditure of \$200 (Florida State Chamber of Commerce estimate), this tourist crop will have left in St. Petersburg at least \$40,000,000. This is money which will go

into local circulation during the coming months. It means that St. Petersburg will have money to spend for well-advertised products.

Population Gain of 15% in 4 Years

The government census estimate for 1935 gives St. Petersburg a population of 46,700—indicating an increase of 15

per cent in the past 4 years.

Hotel business this season was 50% ahead of a year ago.

N. B.

St. Petersburg is an individual market. No outside newspaper has as much as 250 average daily circulation here. To reach St. Petersburg, use St. Petersburg newspapers.

A City of Increases

St. Petersburg postal receipts in 1934 were 22% ahead of 1933.

Building permits in 1934 exceeded the combined totals of 1932 and 1933.

St. Petersburg Newspapers Service

Representing

ST. PETERSBURG TIMES • EVENING INDEPENDENT
Represented nationally by Theis & Simpson Co., Thos. F. Clark Co. and, in Atlanta, Garner & Grant.

FLORIDA—(Continued)

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	1934	1933	% change	
	Zone	Muni- cipal							Food	Cloth- ing	Auto- motive	Gen- eral Mdse.	Drugs							
Osceola			10,899	.0087	1,125	.0044	105	51.5						2,554	.0042	239	118	73	61.8	
Palm Beach			51,781	.0422	13,829	.0552	267	130.9						25,635	.0422	495	1,290	717	79.9	
West Palm Beach	28.3	26.6		.0217	8,214	.0328	309	151.5	.035	.027	.044	.027	.039							
Pasco			10,574	.0086	1,450	.0057	137	67.2						2,580	.0042	244	162	108	50.0	
Pinellas			62,149	.0506	17,954	.0717	289	141.7						35,420	.0583	547	1,399	930	50.4	
St. Petersburg	41.9	40.4		.0329	14,815	.0591	366	179.4	.062	.071	.060	.049	.081							
Polk			72,291	.0589	14,299	.0571	198	97.1						27,759	.0457	384	1,356	1,060	27.9	
Lakeland	18.5	18.5		.0151	4,968	.0198	268	131.4	.022	.016	.025	.018	.027							
Putnam			18,096	.0147	2,620	.0104	145	71.1						4,419	.0073	244	238	188	26.6	
St. Johns			18,676	.0152	3,335	.0133	179	87.7						8,649	.0142	463	272	196	38.8	
St. Augustine	15.2	12.1		.0099	2,828	.0112	234	114.7	.014	.014	.013	.007	.017							
St. Lucie			7,057	.0057	1,904	.0076	270	132.4						4,211	.0069	597	294	157	87.3	
Santa Rosa			14,083	.0115	1,018	.0040	72	35.3						2,514	.0041	179	125	85	92.3	
Sarasota			12,440	.0101	2,511	.0100	202	99.0						4,034	.0066	324	278	173	60.7	
Seminole			18,735	.0153	2,927	.0116	156	76.5						5,614	.0092	300	297	216	37.5	
Sanford		10.1		.0082	2,439	.0097	241	118.1	.012	.003	.012	.010	.013							
Sumter			10,644	.0087	877	.0035	82	40.2						2,166	.0036	203	111	79	40.5	
Suwannee			15,731	.0128	1,375	.0054	87	42.6						3,377	.0058	215	161	87	85.1	
Taylor			13,136	.0107	1,171	.0046	89	43.6						2,780	.0046	212	141	84	67.9	
Union			7,428	.0061	302	.0012	41	20.1						840	.0014	113	39	26	50.0	
Volusia			42,757	.0348	9,717	.0388	227	111.3						20,341	.0335	476	799	662	20.7	
Daytona Beach	17.7	18.5		.0135	5,371	.0214	324	158.8	.021	.021	.026	.018	.029							
Wakulla			5,468	.0045	222	.0008	41	20.1						564	.0009	103	25	13	92.3	

COMPLETE COVERAGE OF JACKSONVILLE

Times-Union deliveries are made daily to 88.48 per cent of the literate homes of Jacksonville. Coverage of homes with above-average incomes is better than 90 per cent.

QUICK RESPONSE FROM JACKSONVILLE'S RETAIL TRADE ZONE

Dominant in Jacksonville's territory as well as in the city itself, the Times-Union brings advertisers a quick response from the cream of purchasing power from a large and prosperous area in north Florida and southeastern Georgia.

The Florida Times-Union

LARGEST CIRCULATION IN JACKSONVILLE

Daily FLORIDA'S LARGEST NEWSPAPER *Sunday*



CIRCULATION 63,293 net paid daily average 6 months ending March 31, 1935.

★ ★ ★ AMONG THE STARS ★ ★ ★ 1935 ADVERTISING LEADERS

JANUARY LEADERS

Position	Paper	Total Lineage	Gain Over 1934
1.	WASHINGTON STAR ...	1,494,843	99,144
2.	NEW YORK TIMES	1,440,597	52,394
3.	MIAMI HERALD	1,388,779	360,969
4.	CHICAGO TRIBUNE	1,291,307	72,298

FEBRUARY LEADERS

Position	Paper	Total Lineage	Gain Over 1934
1.	WASHINGTON STAR ...	1,461,640	160,676
2.	MIAMI HERALD	1,320,333	258,643
3.	DETROIT NEWS	1,273,134	134,536
4.	NEW YORK TIMES	1,272,082	38,437

Telegrams from Southern Publishers quoting Advertising lineage for the month of February show, OF COURSE,

The Miami Herald

AGAIN...First In the South!

COMPARISONS

		LINES
MIAMI, FLA.	(HERALD)	1,320,333
NEW ORLEANS, LA.	(Times-Picayune)	965,113
DALLAS, TEX.	(Times-Herald)	900,704
MEMPHIS, TENN.	(Commercial-Appeal)	801,864
LOUISVILLE, KY.	(Courier-Journal)	793,731
RICHMOND, VA.	(News-Leader)	721,406
ATLANTA, GA.	(Journal)	677,306
BIRMINGHAM, ALA.	(News)	612,066
LITTLE ROCK, ARK.	(Gazette)	529,809
Oklahoma City, Okla.	(Oklahoman)	505,106
CHARLOTTE, N. C.	(Observer)	491,218
JACKSON, MISS.	(Clarion-Ledger)	342,958
GREENVILLE, S. C.	(News)	304,108

And— The February, 1935, Circulation of THE MIAMI HERALD
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FLORIDA—(Continued)

COUNTIES Cities over 10,000	POPULATION			RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change
	Zone	Municipal							Food	Clothing	Auto- motive	General Mdse.	Drugs						
Walton.....			14,576	.0119	846	.0033	58	28.4						2,047	.0034	140	105	56	87.5
Washington.....			12,180	.0099	856	.0034	70	34.3						1,831	.0030	150	86	55	56.4
STATE TOTAL..			1,468,211	1.1958	288,804	1.1534	197	96.6	1.163	.895	1.513	.854	1.543	577,833	.9508	394	26,717	17,924	49.1

East South Central States

KENTUCKY

Adair.....			16,401	.0134	658	.0026	40	19.6						1,499	.0025	91	88	36	144.4
Allen.....			15,180	.0124	856	.0034	57	27.9						1,642	.0027	108	95	55	72.7
Anderson.....			8,494	.0069	822	.0032	97	47.5						1,867	.0031	227	80	37.5	
Ballard.....			9,910	.0081	609	.0024	61	29.9						1,450	.0024	146	118	47	151.1
Barren.....			25,844	.0210	2,451	.0097	95	46.6						5,950	.0098	230	245	172	42.4
Bath.....			11,075	.0090	558	.0022	50	24.5						1,699	.0028	153	29	39	25.6
Bell.....			36,747	.0316	4,353	.0173	112	54.9						7,749	.0128	200	315	181	74.0
Middlesborough..	10.3	10.3		.0084	2,383	.0095	230	112.7	.009	.013	.008	.015	.009	1,905	.0031	189		81	38.3
Boone.....			9,595	.0078	919	.0036	96	47.1						3,878	.0064	214	112	157	42.7
Bourbon.....			18,060	.0147	2,315	.0092	128	62.7						16,506	.0272	376	692	670	3.3
Boyd.....			43,849	.0357	8,169	.0326	186	91.2											
Ashland.....	29.0	29.0		.0237	7,284	.0290	251	123.0	.027	.035	.029	.037	.030						
Boyle.....			16,282	.0133	2,490	.0099	153	75.0						5,870	.0096	253	227	203	11.8
Bracken.....			9,616	.0078	905	.0036	94	46.1						1,906	.0031	198	63	58	8.6
Breathitt.....			21,143	.0172	628	.0025	30	14.7						1,554	.0026	73	37	24	54.2
Breckinridge.....			17,368	.0141	798	.0031	46	22.5						2,035	.0033	117	99	54	83.3
Bullitt.....			8,868	.0072	546	.0021	62	30.4						1,023	.0017	115	82	47	74.5
Butler.....			12,620	.0103	400	.0016	32	15.7						1,350	.0022	107	28	22	27.3
Caldwell.....			13,781	.0112	1,332	.0053	97	47.5						3,371	.0055	245	97	60	61.7
Calloway.....			17,662	.0144	1,504	.0060	85	41.7						3,784	.0062	214	176	109	61.5
Campbell.....			73,391	.0598	11,554	.0461	157	77.0						27,631	.0455	376	782	744	5.1
Fort Thomas.....	10.0			.0082	818	.0032	82	40.2	.008	.001	.003	.001	.005						
Newport.....	29.7			.0161	7,174	.0286	241	118.1	.044	.031	.024	.013	.041						
Carlisle.....			7,363	.0060	454	.0018	62	30.4						964	.0016	131	50	31	61.3
Carroll.....			8,155	.0066	1,182	.0047	145	71.1						3,180	.0052	390	72	69	4.3
Carter.....			23,839	.0194	1,210	.0048	51	25.1						2,885	.0047	120	91	51	76.4
Casey.....			16,747	.0136	492	.0019	29	14.2						1,086	.0018	65	65	15	333.3
Christian.....			34,283	.0279	3,646	.0145	106	52.0						6,543	.0108	191	336	195	72.3
Hopkinsville.....	14.5	10.7		.0088	3,060	.0122	285	139.7	.010	.008	.016	.019	.012						
Clark.....			17,640	.0144	2,499	.0099	142	69.6						5,098	.0084	289	205	143	43.4
Clay.....			18,526	.0151	421	.0016	23	11.3						881	.0014	48	50	21	138.1
Clinton.....			9,004	.0073	285	.0011	32	15.7						618	.0010	69	33	19	73.7
Crittenden.....			11,931	.0097	849	.0033	71	34.8						1,343	.0022	113	93	36	158.3
Cumberland.....			10,204	.0083	477	.0019	47	23.0						951	.0015	93	30	17	76.5
Daviess.....			43,779	.0357	6,119	.0244	140	68.6						14,701	.0242	336	549	335	63.8
Owensboro.....	22.8	22.7		.0185	5,601	.0223	246	120.6	.022	.022	.024	.027	.030						
Edmonson.....			11,475	.0093	331	.0013	29	14.2						899	.0015	78	32	19	68.4
Elliott.....			7,571	.0062	219	.0008	29	14.2						678	.0011	90	16	10	60.0
Estill.....			17,079	.0139	1,088	.0043	64	31.4						2,553	.0042	149	91	69	31.9
Fayette.....			68,543	.0558	20,618	.0823	301	147.6						34,214	.0563	499	1,376	1,383	—1.4
Lexington.....	45.7	45.7		.0373	20,130	.0804	440	215.7	.085	.115	.097	.083	.085						
Fleming.....			12,931	.0105	1,117	.0044	86	42.2						2,296	.0038	178	10	69	46.4
Floyd.....			41,942	.0342	2,196	.0087	52	25.5						5,918	.0097	141	388	198	96.0
Franklin.....			21,064	.0172	3,546	.0141	168	82.4						7,744	.0127	368	325	244	33.2
Frankfort.....	11.6	11.6		.0947	3,301	.0131	284	139.2	.014	.014	.013	.010	.016						
Fulton.....			14,927	.0122	2,232	.0089	150	73.5						4,886	.0080	327	256	160	60.0
Gallatin.....			4,437	.0036	455	.0018	103	50.5						717	.0012	162	25	31	169.4
Garrard.....			11,562	.0094	918	.0036	79	38.7						2,214	.0036	191	70	63	11.1
Grant.....			9,876	.0080	1,107	.0044	112	54.9						2,783	.0046	282	172	82	109.8
Graves.....			30,778	.0251	3,236	.0129	105	51.5						6,784	.0112	220	463	230	101.3
Grayson.....			17,055	.0139	849	.0033	50	24.5						1,915	.0032	112	65	57	14.0
Green.....			11,401	.0093	481	.0019	42	20.6						1,213	.0020	106	60	20	200.0
Greenup.....			24,554	.0200	1,610	.0064	66	32.4						3,466	.0057	141	162	146	11.0
Hancock.....			6,147	.0050	375	.0015	61	29.9						948	.0016	154	43	27	58.3
Hardin.....			20,913	.0170	2,391	.0095	114	55.9						3,157	.0052	151	281	187	50.3
Harlan.....			64,557	.0526	6,205	.0247	96	47.1						12,374	.0204	192	647	385	68.1
Harrison.....			14,859	.0121	1,953	.0078	131	64.2						4,766	.0078	320	151	136	11.0
Hart.....			16,169	.0132	1,037	.0041	64	31.4						2,420	.0040	150	132	100	32.0

KENTUCKY—(Continued)

COUNTIES Cities over 10,000	POPULATION			RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	1934	1933	% change
	Zone	Municipal							Food	Cloth- ing	Auto- motive	Gen- eral Mdse.	Drugs						
Henderson	12.5	11.6	26,295	.0214	3,295	.0131	122	59.2						7,887	.0130	300	224	177	26.6
Henderson			2,995	.0095	2,995	.0119	257	126.0	.014	.011	.009	.010	.014						
Henry			12,564	.0102	998	.0039	79	38.7						2,362	.0039	188	84	91	-7.7
Hickman			8,725	.0071	579	.0023	66	32.4						1,325	.0022	152	84	46	82.6
Hopkins			37,449	.0305	3,855	.0154	103	50.5						9,700	.0160	259	418	237	76.4
Jackson			10,467	.0085	328	.0013	31	15.2						798	.0013	76	29	18	61.1
Jefferson	345.5	307.7	355,350	.2894	84,189	.3362	237	116.2						237,923	.3915	689	6,006	5,941	1.1
Louisville			12,431	.0101	1,247	.0040	100	49.0	.333	.515	.282	.335	.464	2,316	.0038	186	79	61	29.5
Jessamine			22,968	.0187	1,555	.0062	68	33.3						2,556	.0042	111	138	104	32.7
Johnson			93,534	.0762	16,567	.0661	177	86.8						41,183	.0678	440	949	911	4.2
Kenton	65.2	65.2	15,230	.0124	13,704	.0547	210	102.9	.088	.048	.034	.029	.078	767	.0013	50	46	24	91.7
Covington			26,266	.0214	1,210	.0048	46	22.5						1,851	.0030	70	116	79	46.8
Knox			9,093	.0074	445	.0017	49	24.0						1,248	.0021	137	111	101	10.0
Laurel			21,091	.0172	1,091	.0043	52	25.5						2,324	.0038	110	79	50	58.0
Lawrence			16,713	.0136	788	.0031	47	23.0						1,774	.0029	106	61	42	45.2
Lee			9,729	.0074	453	.0018	47	23.0						1,044	.0017	107	60	35	71.4
Leslie			10,765	.0088	240	.0009	22	10.8						643	.0011	60	12	3	300.0
Leitch			35,702	.0291	2,499	.0099	70	34.3						4,262	.0070	119	346	170	103.5
Lincoln			14,515	.0117	705	.0028	49	24.0						1,711	.0028	120	64	49	30.6
Livingston			17,687	.0144	1,129	.0045	64	31.4						2,076	.0034	117	124	71	74.6
Logan			8,608	.0070	372	.0014	43	21.1						1,016	.0017	118	46	24	91.7
Lyon			21,875	.0178	1,837	.0073	84	41.2						3,356	.0055	153	270	150	80.0
Madison			8,530	.0069	430	.0017	50	24.5						960	.0016	113	86	27	218.5
McCracken	33.5	33.5	46,271	.0377	9,018	.0360	195	95.6						21,109	.0347	456	710	516	37.6
Madison			14,627	.0119	8,695	.0347	259	127.0	.036	.048	.033	.038	.042	2,710	.0045	185	45	35	28.6
McCreary			11,072	.0090	627	.0025	57	27.9						1,432	.0024	129	49	37	32.4
McLean			27,621	.0225	3,517	.0140	127	62.2						8,523	.0140	309	280	180	55.6
Magoffin			15,719	.0128	406	.0016	26	12.7						822	.0014	52	23	20	15.0
Marion			15,499	.0126	1,357	.0054	88	43.1						2,116	.0035	137	134	110	21.8
Marshall			12,889	.0105	739	.0029	57	27.9						1,626	.0027	126	127	76	67.1
Martin			8,584	.0070	286	.0011	33	16.2						566	.0009	66	16	9	77.8
Mason			18,862	.0154	2,835	.0113	150	73.5						5,360	.0088	284	238	213	11.7
Meade			8,042	.0066	424	.0016	53	26.0						789	.0013	96	59	40	47.5
Menifee			4,958	.0040	159	.0006	32	15.7						355	.0006	72	6	21	-71.4
Mercer			14,471	.0118	1,752	.0069	121	59.3						2,774	.0046	182	95	155	-38.7
Metcalfe			9,373	.0076	266	.0010	28	13.7						902	.0015	96	34	20	70.0
Monroe			13,077	.0107	869	.0026	51	25.0						1,084	.0018	83	55	21	161.9
Montgomery			11,680	.0095	1,689	.0067	145	71.1						2,744	.0045	235	149	116	28.4
Morgan			15,130	.0123	425	.0017	28	13.7						1,247	.0021	82	26	24	8.3
Muhlenberg			37,784	.0308	3,094	.0123	82	40.2						4,609	.0076	122	251	180	39.4
Nelson			16,551	.0135	2,106	.0084	127	62.3						2,728	.0045	165	170	156	8.9
Nicholas			8,571	.0070	880	.0035	103	50.5						1,616	.0027	189	61	64	-4.7
Ohio			24,469	.0199	1,158	.0046	47	23.0						2,115	.0035	86	68	46	47.8
Oldham			7,402	.0060	552	.0022	75	36.8						1,764	.0029	238	63	72	-12.5
Owen			10,710	.0087	919	.0036	88	42.2						1,725	.0028	161	84	51	64.7
Owsley			7,223	.0059	156	.0006	22	10.8						530	.0009	73	4	5	-20.0
Pendleton			10,876	.0089	817	.0032	75	36.8						2,161	.0036	199	61	33	84.8
Perry			42,188	.0344	3,826	.0152	91	44.6						9,679	.0159	229	290	173	67.6

OWENSBORO IS A GOLDEN MARKET THIS YEAR

Both Babson and Brookmire pick the Owensboro Market
As an Outstanding 1935 "Bright Spot,"—and no wonder!

BANK DEBITS—during the last four months the average increase over last year was 52.5%—by far the greatest in the St. Louis Federal Reserve District.

PASSENGER CAR SALES—the increase in new car sales '34 over '33 was 63.9%—the state's increase was 27.4%.

SPENDABLE MONEY INCOME—SALES MANAGEMENT

figures show the '34 gain over '32 to be 126.2%—the state's increase was 83.3%—the nation's, 45.6%.

Owensboro and Daviess County are 10% nearer the peak of Spendable Money Income than any other major Kentucky market. Wages paid to the 1,586 workers in the Ken-Rad Tube and Lamp Corp. have gained 400% in three years; in the same period the tobacco crop shows a half-million dollar gain to farmers, oil income is up three-quarters of a million, and distilleries have increased their labor payrolls 350%.

For fifty years the Owensboro Messenger and Owensboro Inquirer have given exclusive coverage to this diversified market of nearly a quarter million people, 92% of whom are white.

The responsiveness of the public and the cooperation offered by this powerful newspaper medium make the Owensboro market exceptionally attractive for test campaigns. First in Kentucky in per capita of coverage of city and suburban area.

Next to Louisville and Lexington in number of readers within Kentucky.

None But the Owensboro Newspapers Can Do the Job in Mid-West Kentucky
The Owensboro Messenger (MORNING) The Owensboro Inquirer (EVENING)

KENTUCKY—(Continued)

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL								ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES			
	City (In thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change
	Zone	Municipal							Food	Clothing	Auto- motive	General Mdse.	Drugs						
Pike.....			63,267	.0515	3,071	.0122	49	24.0						8,500	.0140	134	562	310	81.3
Powell.....			5,800	.0047	210	.0008	36	17.6						573	.0009	99	14	6	133.3
Pulaski.....			35,640	.0290	2,324	.0092	65	31.9						4,179	.0069	117	195	94	107.4
Robertson.....			3,344	.0027	164	.0006	49	24.0						542	.0009	162	15	17	—11.8
Rockcastle.....			15,149	.0123	721	.0028	48	23.5						1,528	.0025	101	32	27	18.5
Rowan.....			10,893	.0089	801	.0032	74	36.3						908	.0015	83	76	58	31.0
Russell.....			11,930	.0097	437	.0017	37	18.1						920	.0015	77	32	13	146.2
Scott.....			14,400	.0117	1,755	.0070	122	59.8						2,987	.0049	207	167	128	30.5
Shelby.....			17,679	.0144	1,957	.0078	111	54.4						4,766	.0078	270	245	175	40.0
Simpson.....			11,336	.0092	1,106	.0044	98	48.0						1,629	.0027	144	98	45	117.8
Spencer.....			8,606	.0054	448	.0017	68	33.3						1,297	.0021	196	68	43	58.1
Taylor.....			12,047	.0099	980	.0039	81	39.7						2,462	.0040	204	112	93	20.4
Todd.....			13,520	.0110	886	.0035	66	32.4						2,060	.0034	152	117	75	56.0
Trigg.....			12,531	.0102	744	.0029	59	28.7						1,641	.0027	131	132	49	169.4
Trimble.....			5,348	.0044	215	.0008	40	19.6						575	.0009	108	35	15	133.3
Union.....			17,053	.0139	1,679	.0067	98	48.0						3,332	.0055	195	202	96	110.4
Warren.....			33,676	.0274	5,020	.0200	149	74.0						6,918	.0114	205	446	372	19.9
Bowling Green.....	12.8	12.3		.0101	4,469	.0178	362	177.5	.016	.010	.023	.020	.023						
Washington.....			12,623	.0103	1,040	.0041	82	40.2						1,934	.0032	153	97	88	10.2
Wayne.....			15,848	.0129	620	.0024	39	19.2						1,234	.0020	78	60	34	76.5
Webster.....			20,534	.0167	1,780	.0071	87	42.6						3,291	.0054	160	148	78	89.7
Whitley.....			29,730	.0242	2,709	.0108	91	44.6						4,415	.0073	149	320	207	54.6
Wolfe.....			8,425	.0069	233	.0009	28	13.7						671	.0011	80	17	7	142.9
Woodford.....			10,981	.0089	1,331	.0053	121	59.3						2,888	.0048	263	180	115	56.5
STATE TOTAL..			2,614,589	2.1296	304,605	1.2166	117	57.4	1.133	1.102	1.191	1.012	1.373	702,262	1.1556	269	25,889	20,316	27.4

TENNESSEE

Anderson.....			19,722	.0161	1,917	.0076	97	47.5						4,439	.0073	225	330	122	170.5
Bedford.....			21,077	.0172	1,677	.0067	80	39.2						4,394	.0072	208	208	121	71.9
Benton.....			11,237	.0092	560	.0022	50	24.5						1,291	.0021	115	45	19	136.8
Bledsoe.....			7,126	.0058	339	.0013	48	23.5						619	.0010	87	43	17	152.9
Blount.....			33,989	.0277	2,204	.0088	65	31.9						5,109	.0084	150	214	153	39.9
Bradley.....			22,870	.0186	2,859	.0114	125	61.3						4,698	.0077	205	238	193	23.3
Campbell.....			26,827	.0219	2,148	.0085	80	39.2						3,717	.0061	139	291	109	167.0
Cannon.....			6,935	.0073	307	.0012	34	16.7						973	.0016	109	23	11	109.1
Carroll.....			26,132	.0213	1,953	.0078	75	36.8						3,861	.0063	148	149	117	27.4
Carter.....			29,223	.0236	2,735	.0109	94	46.1						6,470	.0106	221	315	290	8.6
Cheatham.....			9,025	.0074	473	.0016	52	25.5						1,332	.0022	148	57	24	137.5
Chester.....			10,603	.0086	642	.0025	61	29.9						2,395	.0039	226	44	25	76.0
Claborn.....			24,313	.0198	871	.0034	38	17.6						2,501	.0041	103	147	61	141.0
Clay.....			9,577	.0078	245	.0009	26	12.7						738	.0012	77	17	6	183.3
Cocke.....			21,775	.0177	1,091	.0043	50	24.5						3,060	.0050	141	121	67	80.6
Coffee.....			16,801	.0137	1,435	.0057	85	41.7						2,578	.0042	153	112	77	45.5
Crockett.....			17,359	.0141	1,370	.0054	79	38.7						2,359	.0039	136	106	66	60.6
Cumberland.....			11,440	.0093	796	.0031	70	34.3						1,174	.0019	103	63	46	37.0
Davidson.....			222,854	.1815	55,675	.2223	250	122.6						135,123	.2223	606	4,102	3,215	27.6
Nashville.....	184.3	153.8		.1253	50,560	.2019	329	161.3	.168	.261	.199	.216	.219						
Decatur.....			10,106	.0082	405	.0016	40	19.6						1,443	.0024	143	48	23	168.7

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NASHVILLE, TENNESSEE

TENNESSEE—(Continued)

COUNTIES Cities over 10,000	POPULATION		RETAIL SALES—1933 OFFICIAL							ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES						
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change
	Zone	Municipal							Food	Cloth- ing	Auto- motive	General Mdse.	Drugs						
De Kalb.....			14,213	.0116	613	.0024	43	21.1						1,498	.0025	105	39	34	14.7
Dickson.....			18,491	.0151	1,308	.0052	71	34.8						2,714	.0045	147	158	95	66.3
Dyer.....			31,405	.0256	4,139	.0165	132	64.7						9,641	.0159	307	314	211	48.8
Fayette.....			28,891	.0235	1,168	.0046	40	19.6						3,398	.0056	118	142	91	56.0
Fentress.....			11,036	.0090	582	.0023	53	26.0						1,077	.0018	98	45	22	104.5
Franklin.....			21,796	.0178	1,946	.0077	89	43.6						3,640	.0060	167	170	140	21.4
Gibson.....			46,528	.0379	4,051	.0161	87	42.6						9,576	.0158	208	313	193	62.2
Giles.....			28,016	.0228	1,401	.0056	50	24.5						4,067	.0067	145	249	135	84.4
Grainger.....			12,737	.0104	382	.0015	30	14.7						1,094	.0018	86	15	17	11.8
Greene.....			35,119	.0286	2,513	.0100	72	35.3						5,036	.0083	143	223	149	49.7
Grundy.....			9,717	.0079	559	.0022	58	28.4						1,052	.0017	108	35	31	12.9
Hamblen.....			16,616	.0135	1,883	.0075	113	55.4						3,564	.0059	214	268	102	162.7
Hamilton.....			159,497	.1299	33,953	.1345	213	104.4						82,698	.1361	518	2,032	1,660	22.4
Chattanooga.....	131.0	119.7		.0981	32,152	.1284	268	131.4	.131	.134	.136	.120	.129						
Hancock.....			9,673	.0079	223	.0008	23	11.3						520	.0009	54	20	2	900.0
Hardeman.....			22,193	.0181	1,330	.0053	60	29.4						2,586	.0043	117	144	99	45.5
Hardin.....			16,213	.0132	577	.0023	36	17.6						1,802	.0030	111	76	30	153.3
Hawkins.....			24,117	.0196	1,309	.0052	54	26.5						3,064	.0050	127	136	94	44.7
Haywood.....			26,063	.0212	1,956	.0078	75	36.8						3,851	.0063	148	159	112	42.0
Henderson.....			17,655	.0144	947	.0037	54	26.5						2,577	.0042	146	92	44	109.1
Henry.....			26,432	.0215	2,267	.0091	87	42.6						4,523	.0074	171	171	168	1.8
Hickman.....			13,613	.0111	607	.0024	45	22.1						1,614	.0027	119	71	38	86.8
Houston.....			5,555	.0045	278	.0011	50	24.5						583	.0010	105	27	13	107.7
Humphreys.....			12,039	.0098	699	.0027	58	28.4						1,836	.0030	153	45	39	15.4
Jackson.....			13,589	.0111	460	.0018	34	16.7						1,120	.0018	82	46	28	64.3
Jefferson.....			17,914	.0146	904	.0036	50	24.5						1,795	.0030	100	109	86	26.7
Johnson.....			12,209	.0099	543	.0021	44	21.6						1,026	.0017	84	48	36	27.8
Knox.....			155,902	.1270	28,882	.1153	185	90.7						71,554	.1177	459	2,090	1,334	56.7
Knoxville.....	116.6	105.8		.0862	27,404	.1094	259	127.0	.110	.108	.109	.138	.134						
Lake.....			10,486	.0085	1,023	.0040	98	48.0						2,208	.0036	211	153	85	80.0
Lauderdale.....			23,406	.0191	2,366	.0094	101	49.5						3,888	.0064	166	217	106	104.7
Lawrence.....			26,776	.0218	1,836	.0073	69	33.8						3,424	.0056	128	125	135	—7.7
Lewis.....			5,258	.0043	362	.0014	69	33.8						799	.0013	152	44	22	100.0
Lincoln.....			25,422	.0207	2,190	.0087	86	42.2						3,868	.0064	152	284	157	80.9
London.....			17,805	.0145	1,503	.0060	84	41.2						2,541	.0042	143	141	123	14.6
McMinn.....			29,019	.0236	2,766	.0110	95	46.6						7,464	.0123	257	238	169	40.8
McNairy.....			19,901	.0162	983	.0039	49	24.0						2,407	.0040	121	73	51	43.1
Macon.....			13,872	.0113	420	.0016	30	14.7						1,221	.0020	88	31	15	106.7
Madison.....			51,059	.0416	7,059	.0281	138	67.6						17,373	.0286	340	638	478	33.1
Jackson.....	22.3	22.1		.0181	6,246	.0249	282	138.2	.022	.026	.024	.035	.026						
Marion.....			17,549	.0143	1,471	.0058	84	41.2						2,541	.0042	145	107	85	64.6
Marshall.....			15,574	.0127	1,542	.0061	99	48.5						2,683	.0044	172	129	93	38.7
Maury.....			34,016	.0277	4,098	.0163	120	58.8						10,500	.0173	309	459	359	27.9
Meigs.....			6,127	.0050	133	.0005	22	10.8						353	.0006	58	22	14	57.1
Monroe.....			21,377	.0174	1,299	.0051	61	29.9						2,460	.0040	115	101	61	65.6
Montgomery.....			30,882	.0252	3,835	.0153	124	60.8						6,587	.0108	213	271	185	46.5
Moore.....			4,037	.0033	131	.0005	32	15.7						418	.0007	104	18	11	63.6
Morgan.....			13,603	.0111	779	.0031	57	27.9						1,100	.0018	81	41	26	57.7
Obion.....			29,086	.0237	3,087	.0123	106	52.0						7,042	.0116	242	285	158	80.4
Overton.....			18,079	.0147	717	.0028	40	19.6						1,506	.0025	83	49	32	53.1
Perry.....			7,147	.0058	226	.0009	32	15.7						923	.0015	129	30	11	172.7
Pickett.....			5,615	.0046	202	.0008	38	17.6						401	.0007	71	9	7	28.6
Polk.....			15,686	.0126	1,257	.0050	80	39.2						2,558	.0042	163	117	81	44.4
Putnam.....			23,759	.0194	1,657	.0074	78	38.2						2,705	.0045	114	187	140	33.6
Rhea.....			13,871	.0113	1,035	.0041	75	36.8						1,592	.0026	115	86	64	34.4
Roane.....			24,477	.0199	2,180	.0085	88	43.1						4,408	.0073	180	169	114	48.2
Robertson.....			28,191	.0230	2,579	.0103	91	44.6						6,049	.0100	215	327	207	58.0
Rutherford.....			32,286	.0263	3,568	.0142	111	54.4						8,194	.0135	254	462	264	75.0
Scott.....			14,080	.0115	632	.0033	59	28.9						1,395	.0023	99	72	24	200.0
Sequithe.....			4,047	.0033	234	.0009	58	28.4						356	.0006	88	13	16	18.7
Sevier.....			20,480	.0167	1,052	.0042	51	25.0						2,489	.0041	121	91	53	71.7
Shelby.....			306,482	.2496	71,545	.2857	233	114.2	.217	.244	.262	.508	.325	181,832	.2992	593	6,246	4,800	30.1
Memphis.....	260.0	253.1		.2062	69,077	.2756	273	133.8											
Smith.....			15,473	.0126	956	.0034	55	26.9						1,568	.0026	101	68	49	38.8
Stewart.....			13,276	.0108	459	.0018	35	17.2						1,637	.0027	123	53	17	211.7
Sullivan.....			51,087	.0416	8,099	.0323	159	77.9						12,045	.0198	236	778	495	60.4
Bristol.....	23.8	12.0		.0098	3,893	.0155	324	158.8	.011	.009	.015	.033	.019						

ALABAMA

COUNTIES Cities over 10,000	POPULATION		RETAIL SALES—1933 OFFICIAL							ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES						
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change
	Zone	Municipal							Food	Cloth- ing	Auto- motive	General Mdse.	Drugs						
Autauga			19,694	.0160	809	.0032	41	20.1						2,085	.0034	106	117	58	101.7
Baldwin			28,289	.0230	2,181	.0087	77	37.7						2,635	.0043	93	262	116	125.9
Barbour			32,425	.0264	1,818	.0072	56	27.5						3,223	.0053	99	288	117	146.2
Bibb			20,780	.0169	1,146	.0045	55	27.0						1,918	.0031	92	162	87	86.2
Blount			28,020	.0228	995	.0039	36	17.2						2,081	.0034	74	89	43	107.0
Bullock			20,016	.0163	960	.0038	48	23.5						1,656	.0027	83	136	49	177.6
Butler			30,195	.0246	1,921	.0076	64	31.4						3,638	.0059	120	237	127	86.6
Calhoun			55,611	.0453	6,090	.0243	110	53.9						15,676	.0258	262	682	427	59.7
Anniston	30.0	22.3		.0182	4,641	.0185	207	101.9	.019	.011	.022	.021	.022	3,895	.0064	99	361	257	40.5
Chambers			39,313	.0320	2,351	.0093	60	29.4						1,968	.0032	97	125	36	247.2
Cherokee			20,219	.0165	668	.0026	33	16.2											
Chilton			24,579	.0200	1,845	.0073	75	36.8						2,234	.0036	91	188	106	77.4
Choctaw			20,513	.0167	511	.0020	25	12.2						1,260	.0020	61	88	47	67.2
Clarke			26,016	.0212	1,617	.0064	62	30.4						2,067	.0034	79	189	51	270.6
Clay			17,768	.0145	842	.0033	47	23.0						1,513	.0024	85	146	63	131.7
Cleburne			12,677	.0105	642	.0025	50	24.5						1,117	.0018	67	70	23	204.3
Coffee			32,556	.0265	1,776	.0070	55	27.0						3,769	.0062	116	252	124	103.2
Colbert			29,860	.0243	2,303	.0092	77	37.7						5,025	.0082	168	404	129	213.2
Conecuh			25,429	.0207	1,315	.0052	52	25.5						2,230	.0036	88	151	65	132.3
Coosa			12,460	.0101	507	.0020	41	20.1						973	.0016	78	87	38	128.9
Covington			41,356	.0337	3,099	.0123	75	36.8						4,094	.0067	99	389	197	97.5
Crenshaw			23,656	.0193	1,497	.0059	63	30.9						2,338	.0038	99	156	76	105.3
Culman			41,051	.0334	3,295	.0131	80	39.2						4,033	.0066	98	233	113	106.2
Dale			23,175	.0189	1,355	.0054	58	28.4						2,467	.0040	106	143	89	60.7
Dallas			55,094	.0449	5,396	.0215	98	48.0						12,202	.0200	221	548	393	39.4
Selma	21.7	18.0		.0147	4,797	.0191	266	130.4	.019	.019	.022	.026	.030	3,720	.0061	93	277	108	156.5
De Kalb			40,104	.0327	1,676	.0074	47	23.0											
Elmore			34,280	.0279	2,464	.0098	72	35.3						3,555	.0058	104	359	222	61.7
Escambia			27,963	.0226	2,874	.0114	103	50.5						5,782	.0095	207	365	152	140.1
Etowah			63,399	.0516	7,231	.0288	114	55.8						17,196	.0283	271	630	487	29.4
Gadsden	24.0	24.0		.0196	5,995	.0239	249	122.1	.021	.022	.017	.029	.028	3,061	.0050	166	163	57	186.0
Fayette			18,443	.0150	1,171	.0046	63	30.9						3,317	.0054	131	244	104	134.6
Franklin			25,372	.0207	1,550	.0061	61	29.9											
Geneva			30,104	.0245	1,558	.0062	52	25.5						3,496	.0057	116	273	154	77.3
Greene			19,745	.0161	933	.0037	47	23.0						1,688	.0027	85	106	32	231.3
Hale			26,265	.0214	1,070	.0042	41	20.1						2,399	.0039	91	135	69	95.7
Henry			22,820	.0186	1,191	.0047	52	25.5						2,606	.0042	114	186	68	173.5
Houston			45,935	.0374	4,222	.0168	92	45.1						10,468	.0172	228	490	304	61.2
Dothan	18.1	16.0		.0131	3,402	.0135	212	103.9	.008	.008	.018	.026	.015	3,356	.0055	91	259	94	175.5
Jackson			36,881	.0300	1,781	.0071	48	23.5						171,464	.0281	398	5,747	3,716	54.7
Jefferson			431,493	.3515	69,801	.2787	162	79.4	.013	.012	.015	.014	.016						
Bessemer	20.7			.0169	3,035	.0121	146	71.5	.188	.238	.246	.325	.243						
Birmingham	383.1	259.6		.2115	55,914	.3445	215	105.4	.005		.002	.002	.006						
Fairfield	11.0			.0901	680	.0027	62	30.4						2,218	.0036	123	138	73	89.0
Lamar			18,001	.0147	946	.0037	53	26.0						10,048	.0165	244	479	213	124.5
Lauderdale			41,130	.0335	4,480	.0178	109	53.4											
Florence	16.1	11.7		.0955	3,638	.0145	310	152.0	.012	.011	.013	.020	.011	2,743	.0045	102	147	57	157.9
Lawrence			26,942	.0219	904	.0036	34	16.7											
*Lee and Russell			63,440	.0517	5,215	.0208	82	40.2						12,574	.0207	198	679	332	104.5
Phenix City	13.8			.0113	1,394	.0055	101	49.5	.009		.009	.001	.003	3,326	.0054	91	263	102	157.8
Limestone			36,629	.0298	2,139	.0085	58	28.4						2,057	.0033	90	106	52	103.8
Lowndes			22,878	.0186	717	.0028	31	15.2						2,641	.0043	97	260	124	109.7
Macon			27,103	.0220	1,534	.0061	57	27.9						13,631	.0224	211	578	354	63.3
Madison			64,623	.0526	6,303	.0251	98	48.0	.012	.008	.019	.033	.020						
Huntsville	28.4	11.5		.0094	4,589	.0182	395	193.6											
Marengo			36,426	.0297	1,776	.0070	49	24.0						3,582	.0058	98	227	101	124.8
Marion			25,967	.0212	1,196	.0047	46	22.5						3,067	.0050	118	187	61	206.6
Marshall			39,802	.0324	2,945	.0117	74	36.3						4,023	.0066	101	331	147	125.2
Mobile			118,363	.0964	23,396	.0934	198	97.1						59,142	.0973	500	1,243	985	26.2
Mobile	90.5	68.2		.0555	19,870	.0793	291	142.6	.084	.073	.105	.092	.103	2,755	.0045	92	236	90	162.2
Monroe			30,070	.0245	1,425	.0056	47	23.0											
Montgomery			98,671	.0804	17,173	.0685	174	85.3						42,005	.0691	426	1,554	1,052	47.7
Montgomery	69.7	66.0		.0538	16,020	.0639	242	118.6	.056	.102	.077	.070	.083	11,870	.0195	257	607	245	147.8
Morgan			46,176	.0376	4,555	.0181	99	48.5											
Decatur	22.5	15.5		.0127	3,100	.0123	199	97.5	.011	.005	.015	.014	.017	2,277	.0037	86	176	66	166.7
Perry			26,385	.0215	1,458	.0058	55	27.0						2,046	.0033	82	170	68	150.0
Pickens			24,902	.0203	1,178	.0047	47	23.0						4,348	.0071	135	377	166	127.1
Pike																			

MISSISSIPPI

COUNTIES Cities over 10,000	POPULATION			RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (In thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change
	Zone	Municipal							Food	Cloth- ing	Auto- motive	General Mdse.	Drugs						
Adams.....	13.4	13.4	23,564	.0191	2,685	.0107	114	55.9						6,918	.0114	294	265	203	30.5
Natchez.....				.0109	2,586	.0103	193	94.6	.010	.011	.009	.016	.006						
Alcorn.....			23,653	.0192	1,829	.0073	77	37.7						5,010	.0082	212	258	149	73.2
Amite.....			19,712	.0160	362	.0014	18	8.8						1,945	.0032	99	101	35	188.6
Attala.....			26,035	.0212	1,569	.0062	60	29.4						4,686	.0077	180	154	120	28.3
Benton.....			9,813	.0079	164	.0006	17	8.3						870	.0014	89	46	11	318.2
Bolivar.....			71,051	.0578	4,349	.0173	61	29.9						12,310	.0203	173	520	390	33.3
Calhoun.....			18,080	.0147	659	.0026	36	17.6						2,402	.0040	133	95	63	50.8
Carroll.....			19,765	.0160	480	.0019	24	11.8						1,984	.0033	100	82	55	49.1
Chickasaw.....			20,835	.0169	942	.0037	45	22.1						2,949	.0049	142	119	65	83.1
Choctaw.....			12,339	.0100	390	.0015	32	15.7						1,145	.0019	93	62	27	129.6
Claiborne.....			12,152	.0098	641	.0025	53	26.0						1,486	.0024	122	109	67	62.7
Clarke.....			19,679	.0160	821	.0032	42	20.6						2,732	.0045	139	104	62	67.7
Clay.....			17,931	.0146	1,187	.0047	66	32.4						2,229	.0037	124	100	96	4.2
Coahoma.....			46,327	.0377	4,740	.0189	102	50.0						10,158	.0167	219	473	386	22.5
Clarksdale.....	10.0	10.0		.0081	3,463	.0138	345	169.1	.009	.012	.022	.016	.018						
Copiah.....			31,614	.0257	2,817	.0112	89	43.6						5,184	.0085	164	214	143	49.7
Covington.....			15,028	.0122	602	.0024	40	19.6						2,544	.0042	169	57	52	9.6
De Soto.....			25,438	.0207	1,083	.0043	43	21.1						4,492	.0074	177	161	97	66.0
Forrest.....			30,115	.0245	4,172	.0166	139	68.1						9,573	.0158	318	456	323	41.2
Hattiesburg.....	18.7	18.6		.0151	3,834	.0153	206	101.0	.011	.015	.022	.020	.017						
Franklin.....			12,268	.0099	465	.0018	38	18.6						1,935	.0032	158	81	73	11.0
George.....			7,523	.0061	434	.0017	58	28.4						1,413	.0023	188	34	25	36.0
Greene.....			10,844	.0086	403	.0016	38	18.6						1,997	.0033	188	41	10	310.0
Grenada.....			16,802	.0136	1,167	.0046	69	33.8						3,262	.0054	194	142	107	32.7
Hancock.....			11,415	.0092	681	.0027	60	29.4						2,582	.0042	226	67	45	48.9
Harrison.....			44,143	.0359	5,854	.0233	133	65.2						14,660	.0241	332	464	330	40.6
Biloxi.....	27.3	18.8		.0137	2,307	.0092	137	67.2	.011	.005	.009	.009	.012						
Gulfport.....		12.5		.0102	2,752	.0109	219	107.4	.010	.008	.013	.014	.017						
Hinds.....			85,118	.0693	14,403	.0575	189	82.8						39,106	.0643	459	1,674	1,240	35.0
Jackson.....	48.2	48.2		.0393	12,474	.0498	258	126.5	.037	.045	.066	.075	.064						
Holmes.....			38,534	.0313	2,458	.0098	64	31.4						7,059	.0116	183	327	292	12.0
Humphreys.....			24,729	.0201	1,236	.0049	50	24.5						4,373	.0072	177	159	127	25.2
Issaquena.....			5,734	.0046	185	.0007	32	15.7						1,339	.0022	234	67	35	51.4
Itawamba.....			18,225	.0148	365	.0014	20	9.8						1,605	.0026	88	58	18	222.2
Jackson.....			15,973	.0130	1,414	.0056	89	43.6						2,273	.0037	142	92	60	53.3
Jasper.....			18,634	.0151	615	.0024	33	16.2						1,701	.0028	91	69	38	86.1
Jefferson.....			14,291	.0116	576	.0023	40	19.6						1,886	.0031	132	83	38	118.4
Jefferson Davis.....			14,281	.0116	448	.0017	31	15.2						1,998	.0033	140	62	31	100.0
Jones.....			41,492	.0337	4,393	.0175	106	52.0						10,065	.0166	243	358	272	31.6
Laurel.....	18.0	18.0		.0146	3,810	.0152	211	103.4	.014	.007	.016	.029	.017						
Kemper.....			21,681	.0178	540	.0021	25	12.3						2,158	.0036	99	59	44	34.1
Lafayette.....			19,978	.0162	1,186	.0047	60	29.4						2,498	.0041	125	112	105	6.7
Lamar.....			12,848	.0104	399	.0015	31	15.2						2,087	.0034	162	62	35	77.1
Lauderdale.....			52,748	.0429	7,312	.0292	139	68.1						15,476	.0255	293	549	346	58.7
Meridian.....	32.6	31.9		.0260	7,005	.0279	219	107.4	.025	.041	.032	.032	.024						
Lawrence.....			12,471	.0101	509	.0020	41	20.1						1,511	.0025	121	89	52	71.2
Leake.....			21,803	.0177	527	.0021	24	11.8						2,100	.0035	96	145	85	123.1
Lee.....			35,313	.0287	3,111	.0124	88	43.1						6,680	.0110	189	389	184	111.4
Leflore.....			53,506	.0435	4,326	.0172	81	33.2						9,397	.0155	176	512	437	17.2
Greenwood.....	13.2	11.1		.0090	3,234	.0129	291	142.6	.009	.010	.018	.018	.017						
Lincoln.....			26,375	.0214	2,032	.0081	77	37.7						6,179	.0102	234	240	168	44.6
Lowndes.....			29,987	.0244	2,532	.0101	84	41.2						6,160	.0101	205	256	152	68.4
Columbus.....	15.4	10.7		.0087	2,282	.0091	212	103.9	.008	.006	.011	.017	.010						
Madison.....			35,796	.0291	1,477	.0059	41	20.1						4,993	.0082	139	230	135	70.4
Marion.....			19,923	.0162	1,413	.0058	71	34.8						3,847	.0063	193	172	104	65.4
Marshall.....			24,869	.0202	1,106	.0044	44	21.6						3,632	.0060	146	123	68	80.9
Monroe.....			36,141	.0294	2,207	.0088	61	29.9						5,366	.0088	148	256	176	45.5
Montgomery.....			15,009	.0122	888	.0034	44	21.6						2,768	.0046	184	105	84	25.0
Neshoba.....			26,891	.0217	1,187	.0047	44	21.6						4,890	.0080	183	164	76	115.8
Newton.....			22,910	.0187	1,034	.0041	45	22.1						4,311	.0071	188	175	80	118.8
Noxubee.....			25,560	.0208	1,156	.0046	45	22.1						3,311	.0054	130	108	53	103.8
Oktibbeha.....			19,119	.0155	1,603	.0064	84	41.2						2,907	.0048	152	156	133	17.3
Panola.....			28,648	.0233	1,751	.0069	61	29.9						4,237	.0070	148	181	124	46.0
Pearl River.....			19,405	.0158	1,349	.0053	69	33.8						4,100	.0067	211	122	71	71.8
Perry.....			8,197	.0066	301	.0012	37	18.1						797	.0013	97	50	15	233.3
Pike.....			32,201	.0262	2,888	.0115	90	44.1						7,654	.0126	238	419		

East North Central States

OHIO

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	1934	1933	% change	
	Zone	Municipal							Food	Cloth- ing	Auto- motive	General Mdse.	Drugs							
Adams			20,381	.0166	1,798	.0071	88	43.1						4,244	.0070	208	181	165	9.7	
Allen			69,419	.0565	15,476	.0618	223	109.3						34,602	.0569	498	1,301	969	34.3	
Lima	42.2	42.2		.0344	12,450	.0497	294	144.1	.048	.058	.057	.064	.048							
Ashland			26,867	.0219	5,897	.0235	219	107.4						13,400	.0220	499	663	475	39.6	
Ashland	11.1	11.1		.0091	3,963	.0158	356	174.5	.017	.019	.021	.015	.006							
Ashtabula			66,361	.0557	14,055	.0561	206	101.0						34,389	.0566	503	1,210	836	44.7	
Ashtabula	23.3	23.3		.0190	6,373	.0254	274	134.3	.026	.023	.028	.030	.022							
Athens			44,175	.0360	7,606	.0303	172	84.3						17,327	.0285	392	779	562	38.6	
Anglaize			28,034	.0228	4,808	.0192	172	84.3						11,795	.0194	421	370	286	29.4	
Belmont			94,719	.0771	11,157	.0445	118	57.8						27,772	.0457	293	1,281	856	49.6	
Bellaire	26.4	13.3		.0109	2,311	.0092	173	84.8	.013	.012	.006	.012	.013							
Martine Ferry	32.5	14.5		.0118	2,567	.0102	177	86.8	.015	.008	.009	.005	.009							
Brown			20,148	.0164	2,252	.0089	112	54.9						4,935	.0081	245	184	212	13.2	
Butler			114,064	.0929	23,578	.0941	207	101.5						58,883	.0969	516	1,628	1,601	1.7	
Hamilton	52.1	52.1		.0425	12,393	.0495	238	116.7	.062	.055	.053	.038	.055							
Middletown	29.9	29.9		.0244	8,485	.0338	263	138.7	.036	.032	.043	.027	.040							
Carroll			16,057	.0131	1,435	.0057	89	43.6						3,310	.0054	206	182	100	82.0	
Champaign			24,103	.0196	4,037	.0161	168	82.4						10,250	.0169	425	505	329	53.5	
Clark			90,936	.0740	18,048	.0720	198	97.1						43,733	.0720	481	1,682	1,187	41.7	
Springfield	68.7	68.7		.0560	16,299	.0650	237	116.2	.073	.065	.065	.072	.069							
Clermont			29,788	.0243	4,380	.0174	147	72.6						9,069	.0149	304	376	371	1.3	
Clinton			21,547	.0176	5,078	.0202	236	115.7						10,598	.0174	492	378	281	34.5	
Columbiana			86,484	.0704	17,500	.0699	202	99.0						38,034	.0626	440	1,576	1,154	36.6	
East Liverpool	29.0	23.3		.0190	7,553	.0301	324	158.8	.031	.031	.030	.035	.031							
Salem	10.6	10.6		.0067	3,649	.0153	362	177.5	.016	.016	.019	.012	.015							
Coshocton			26,976	.0236	4,841	.0193	167	81.9						11,329	.0186	391	410	282	45.4	
Coshocton	10.9	10.9		.0089	3,740	.0149	343	168.1	.016	.019	.015	.016	.010							
Crawford			35,345	.0280	6,805	.0271	193	94.6						15,655	.0258	443	590	477	23.7	
Bucyrus	10.0	10.0		.0082	2,936	.0117	293	143.6	.013	.008	.015	.009	.008							
Cuyahoga			1,201,455	.9786	321,441	1.2838	268	131.4						771,155	1.2689	642	26,657	21,847	22.0	
Cleveland	1111.4	900.4		.7334	274,408	1.0959	305	149.5	1.015	1.069	.938	1.673	1.115							
Darke			38,009	.0309	5,925	.0236	156	76.5						12,556	.0207	330	448	371	20.8	
Defiance			22,714	.0165	3,828	.0152	169	82.8						7,448	.0123	328	374	308	21.4	
Delaware			26,016	.0212	3,578	.0142	138	67.6						8,373	.0138	322	359	248	44.8	
Erie			42,133	.0343	9,049	.0361	215	105.4						24,680	.0406	586	748	464	61.2	
Sandusky	24.6	24.6		.0201	7,127	.0284	289	141.7	.029	.032	.026	.035	.031							
Fairfield			44,010	.0358	8,439	.0257	146	71.6						12,989	.0214	295	715	623	14.8	
Lancaster	18.7	18.7		.0152	4,274	.0170	228	111.8	.021	.019	.016	.024	.011							
Fayette			20,755	.0169	3,292	.0131	159	77.9						6,662	.0110	321	342	201	70.1	
Franklin			361,055	.2941	97,974	.3913	271	132.8						195,159	.3211	541	8,600	7,285	18.1	
Columbus	311.6	290.5		.2367	93,253	.3724	321	157.4	.346	.510	.378	.459	.442							
Fulton			23,477	.0191	3,727	.0148	159	77.9						9,313	.0153	397	472	309	52.7	
Gallia			23,050	.0188	2,731	.0109	118	57.8						6,040	.0099	262	330	240	37.5	
Geauga			15,414	.0126	2,359	.0094	153	75.0						4,834	.0080	314	246	148	66.2	
Greene			32,259	.0263	5,371	.0214	166	81.4						10,794	.0178	335	763	593	28.7	
Xenia	12.0	10.5		.0086	3,413	.0136	325	159.3	.014	.007	.023	.008	.011							
Guernsey			41,486	.0338	6,012	.0240	145	71.1						11,675	.0192	281	585	323	81.1	
Cambridge	16.1	16.1		.0131	4,290	.0171	266	130.4	.018	.021	.022	.020	.017							
Hamilton			589,356	.4800	184,720	.7377	313	153.4						408,280	.6718	693	12,208	11,519	6.0	
Cincinnati	685.9	451.1		.3675	160,459	.6410	356	174.5	.663	1.062	.473	.720	.708							
Norwood	33.4			.0272	7,790	.0311	233	114.2	.043	.017	.045	.014	.051							
Hancock*			40,404	.0329	6,340	.0253	157	77.0						15,542	.0256	385	520	426	22.1	
Findlay	19.3	19.3		.0158	4,889	.0195	252	123.5	.020	.026	.020	.017	.021							
Hardin			27,635	.0225	4,231	.0169	153	75.0						8,542	.0141	309	379	282	44.7	
Harrison			18,844	.0153	2,587	.0103	137	67.2						5,618	.0092	298	366	261	40.2	
Henry			22,524	.0183	3,425	.0136	152	74.5						7,592	.0125	337	359	267	34.5	
Highland			25,416	.0207	4,214	.0168	166	81.4						10,421	.0171	410	347	296	17.2	
Hocking			20,407	.0166	2,158	.0086	106	52.0						5,335	.0088	261	288	176	63.6	
Holmes			16,726	.0136	1,903	.0076	114	55.9						4,943	.0081	296	195	107	82.2	
Huron			33,700	.0274	6,489	.0259	193	94.6						15,898	.0262	472	654	472	38.6	
Jackson			25,040	.0204	2,732	.0109	109	53.4						6,184	.0102	247	378	212	78.4	
Jefferson			88,307	.0719	18,397	.0734	208	102.0						39,454	.0649	447	1,795	1,450	23.8	
Steubenville	49.8	35.4		.0289	13,287	.0530	375	183.8	.047	.062	.057	.077	.056							
Knox			29,338	.0239	4,323	.0172	147	72.1						9,931	.0163	339	447	311	43.7	
Lake			41,674	.0339	9,634	.0384	231	113.2						22,367	.0368	537	1,236	920	34.3	
Painesville	15.9	10.9		.0089	4,042	.0161	369	180.9	.018	.009	.024	.012	.018							
Lawrence			44,541	.0363	5,018	.0200	113	55.4						11,233	.0185	252	515	406	26.	

NOW READY!...

America's First Bathroom and Dressing Table Inventory

of Drug, Sundry and Cosmetic Products

IN January, 5,457 Cleveland housewives filled out a printed report form supplied by the Parent-Teachers Association, listing every proprietary medicine, every drug sundry, every shaving accessory, toilet requisite, dental aid and every cosmetic product which they found in their homes.

In addition, they reported for each item (1) where they purchase it, (2) how much they paid for it, (3) who in the family used it, and (4) whether a doctor prescribed it.

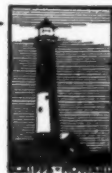
Tabulation of the data has been completed by the International Business Machines Corp., and the report is ready for interested manufacturers and advertising agencies.

It is reliable, authentic, unbiased, accurate. Many of the data have not been determined previously in any American market. The report should be of tremendous value to all persons interested in the merchandising of products through drug stores. To see the complete report, write The Cleveland Press, Cleveland, Ohio.

The Cleveland Press

A Scripps • Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
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APRIL 10, 1935

[461]

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O H I O—(Continued)

COUNTIES Cities over 10,000	POPULATION			RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (In thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	1934	1933	% change
	Zone	Muni- cipal							Food	Cloth- ing	Auto- motive	Gen- eral Mdse.	Drugs						
Mercer.....			25,096	.0204	3,781	.0151	151	74.0						8,408	.0138	335	258	197	31.0
Miami.....			51,301	.0418	8,990	.0359	175	85.8						20,868	.0343	407	967	780	24.0
Piqua.....	17.0	16.0		.0130	4,542	.0181	264	139.2	.018	.010	.019	.025	.023						
Monroe.....			18,426	.0150	1,525	.0060	83	40.7						3,841	.0063	208	197	107	84.1
Montgomery.....			273,481	.2227	64,472	.2575	236	115.7						147,250	.2423	538	5,194	4,889	6.2
Dayton.....	225.6	200.9		.1637	57,915	.2313	288	141.2	.221	.190	.253	.324	.269						
Morgan.....			13,583	.0111	1,588	.0063	118	57.8						3,086	.0051	227	213	95	114.1
Morrow.....			14,489	.0118	1,612	.0064	111	54.4						3,828	.0063	264	140	104	34.6
Muskingum.....			67,396	.0549	13,199	.0527	196	96.1						26,824	.0441	398	1,250	1,040	20.2
Zanesville.....	45.0	36.4		.0297	10,929	.0436	300	147.1	.047	.058	.049	.047	.052						
Noble.....			14,961	.0122	1,251	.0049	84	41.2						3,170	.0052	212	148	100	48.0
Ottawa.....			24,109	.0196	3,814	.0152	158	77.5						9,832	.0162	408	430	289	48.7
Paulding.....			15,301	.0125	1,757	.0070	115	56.4						4,637	.0076	303	203	179	13.4
Perry.....			31,445	.0256	4,003	.0159	127	62.3						10,376	.0171	330	447	316	41.4
Pickaway.....			27,238	.0222	3,216	.0128	118	57.8						6,572	.0108	241	367	220	66.6
Pike.....			13,876	.0113	1,290	.0051	93	45.6						2,860	.0047	206	153	91	68.1
Portage.....			42,682	.0348	6,887	.0275	161	78.9						15,928	.0262	373	854	593	43.8
Preble.....			22,455	.0183	2,942	.0117	131	64.2						8,420	.0139	375	277	175	58.2
Putnam.....			25,074	.0204	2,804	.0111	112	54.9						6,392	.0105	255	317	210	51.0
Richland.....			65,902	.0537	14,324	.0572	217	106.4						34,788	.0572	528	1,318	999	31.9
Mansfield.....	40.1	33.5		.0273	11,494	.0459	343	168.1	.041	.055	.048	.050	.045						
Rees.....			45,181	.0368	7,571	.0302	168	82.4						16,929	.0279	375	696	491	41.8
Chillicothe.....	18.3	18.3		.0149	6,253	.0249	341	167.2	.027	.024	.024	.021	.030						
Sandusky.....			39,731	.0324	7,883	.0314	198	97.1						19,616	.0323	494	529	374	41.4
Fremont.....	13.4	13.4		.0109	5,124	.0204	382	187.3	.020	.021	.027	.018	.015						
Scioto.....			81,221	.0662	12,986	.0518	160	78.4						30,216	.0497	372	1,080	833	29.7
Portsmouth.....	53.3	42.5		.0347	10,704	.0427	252	123.5	.035	.054	.045	.055	.047						
Seneca.....			47,941	.0390	8,615	.0344	180	88.2						18,586	.0306	388	684	509	34.4
Fosteria.....	12.9	12.7		.0104	3,176	.0126	248	121.6	.014	.009	.012	.012	.011						
Tiffin.....	16.4	16.4		.0134	4,417	.0176	269	131.9	.019	.018	.017	.013	.015						
Shelby.....			24,924	.0203	3,888	.0155	156	76.5						8,173	.0134	328	323	274	17.9
Stark.....			221,784	.1806	46,435	.1854	209	102.5						115,479	.1900	521	4,900	3,402	44.0
Canton.....	105.5	104.9		.0854	28,137	.1123	268	131.4	.113	.175	.126	.103	.112						

NEWS COVERAGE

REDUCES COST OF SELLING + + +

- FIRST IN CIRCULATION

93% of the total circulation of The Dayton Daily News is concentrated in Dayton and its retail trading territory. This 93%, or 56,100 circulation (ABC-9-30-34) alone is much larger than the total circulation of any other Dayton newspaper.

- FIRST IN ADVERTISING

Because it is first of all a NEWSpaper—a modern newspaper with exclusive Wirephoto service—The News enjoys unusual reader response. Year after year The News has consistently carried more PAID advertising than any other Dayton newspaper.

Concentrate your advertising in The News if you would reduce the cost of selling Ohio's rich Miami Valley.

THE DAYTON DAILY NEWS.

Represented by SAWYER-FERGUSON-WALKER CO.—New York—Chicago.

THE STABILITY *and Alertness* of the AKRON MARKET

IS CLEARLY SHOWN BY THIS COMPARISON of new car and new truck registration in Summit County for the first three months of 1934 and 1935.

	1934	1935	Increase	% Increase
NEW CARS	1685	2501	816	48+
NEW TRUCKS	196	274	78	40+
TOTAL CARS and TRUCKS....	1881	2775	894	47+

The compact responsive Akron Market is adequately covered at one low cost by

AKRON BEACON JOURNAL

Member A.B.C.—A.N.P.A.—Major Market Newspapers, Inc.
Represented by STORY, BROOKS & FINLEY

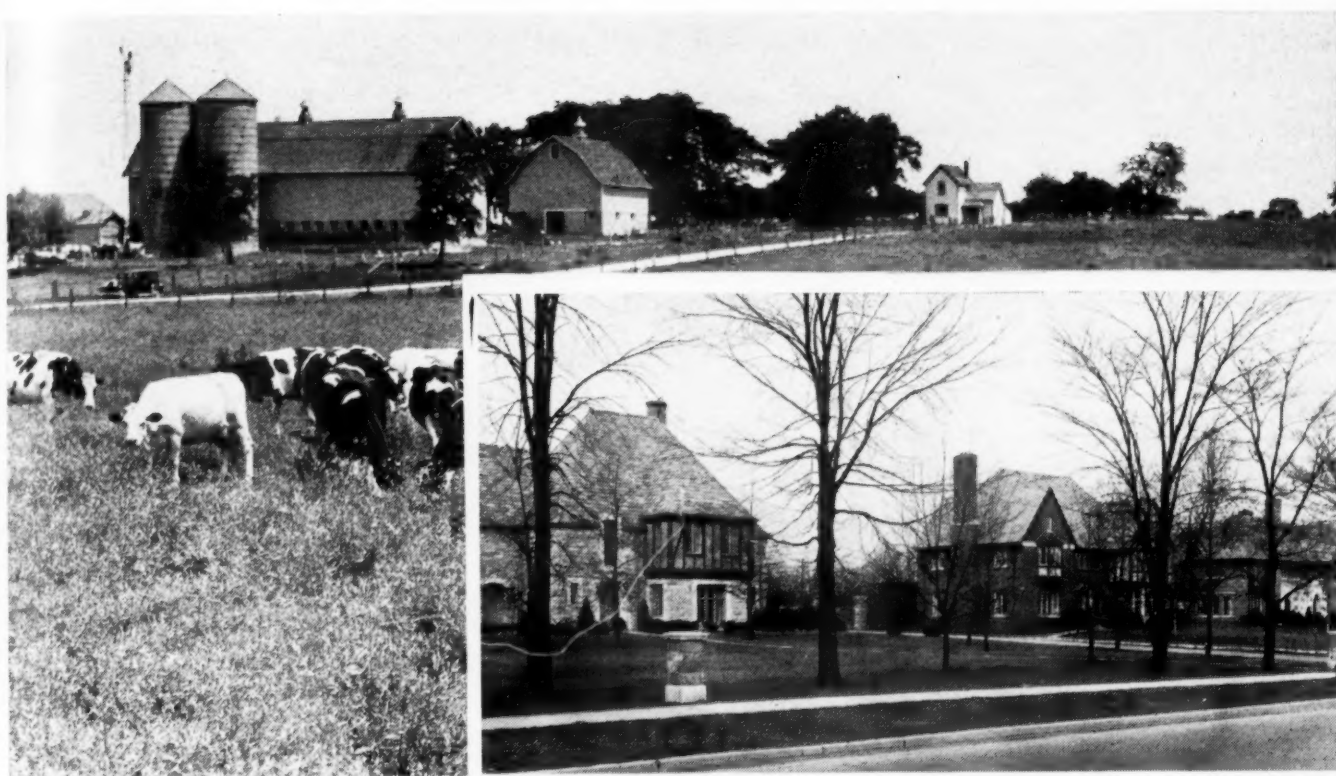
O H I O—(Continued)

COUNTIES Cities over 10,000	POPULATION			RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	1934	1933	% change
	Zone	Municipal							Food	Clothing	Auto- motive	General Mdse.	Drugs						
Massillon.....	26.4	26.4		.0215	7,300	.0291	277	135.8	.036	.027	.028	.028	.026						
Alliance.....	23.0	23.0		.0188	5,514	.0217	239	117.2	.027	.019	.019	.027	.020						
Summit.....			344,131	.2803	82,503	.3295	240	117.6						192,242	.3163	559	8,864	6,355	39.5
Akron.....	255.0	255.0		.2077	70,445	.2613	276	135.3	.271	.206	.304	.421	.296						
Barberton.....		23.9		.0195	4,664	.0186	195	95.6	.024	.016	.022	.004	.016						
Cuyahoga Falls.....		19.7		.0161	3,421	.0136	173	84.8	.021	.003	.026	.004	.009						
Trumbull.....			123,063	.1002	19,508	.0779	159	77.9						49,171	.0809	400	1,947	1,479	31.6
Niles.....	24.3	16.3		.0133	2,492	.0099	153	75.0	.015	.008	.010	.005	.010						
Warren.....	41.0	41.0		.0334	11,336	.0452	276	135.3	.049	.047	.049	.054	.037						
Tuscarawas.....			68,193	.0555	11,580	.0461	169	82.8						27,672	.0455	406	1,130	798	41.6
New Philadelphia Union.....	12.3	12.3		.0101	3,292	.0131	266	130.4	.015	.020	.010	.011	.015						
			19,192	.0156	2,281	.0091	119	58.3						6,086	.0100	318	227	164	38.4
Van Wert.....			26,273	.0214	4,119	.0164	157	77.0						8,800	.0145	335	329	262	25.6
Vinton.....			10,287	.0084	714	.0026	69	33.8						1,758	.0029	171	114	86	32.6
Warren.....			27,348	.0223	3,385	.0135	124	60.8						7,795	.0126	285	368	347	6.1
Washington.....			42,437	.0346	6,643	.0265	157	77.0						15,942	.0262	376	657	547	20.1
Marietta.....	14.2	14.2		.0116	4,940	.0197	346	169.6	.018	.017	.026	.024	.015						
Wayne.....			47,025	.0383	9,401	.0375	200	98.0						21,402	.0352	455	982	633	55.1
Wooster.....	10.7	10.7		.0087	4,773	.0190	444	217.6	.016	.018	.024	.017	.014						
Williams.....			24,316	.0198	5,264	.0210	216	105.9						11,137	.0183	458	571	397	43.8
Wood.....			50,320	.0410	6,145	.0245	122	59.8						16,658	.0274	331	824	551	49.5
Wyandot.....			19,063	.0155	3,108	.0124	163	79.9						6,681	.0110	350	259	222	16.7
STATE TOTAL...			6,646,697	5.4137	1,442,132	5.7599	217	106.4	5.950	5.447	6.139	6.005	5.682	3,336,992	5.4910	502	128,445	101,213	26.9

California has 6.6% of the national Spendable Money Income. Are you getting at least that percentage of your national business from that state?

INDIANA

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (In thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change	
	Zone	Municipal							Food	Clothing	Auto- motive	General Mdse.	Drugs							
Adams				.0163	2,242	.0089	112	54.9						5,214	.0086	261	296	201	47.3	
Allen				.1195	33,722	.1346	230	112.7						88,827	.1462	605	2,735	2,073	31.9	
Fort Wayne	115.1	114.9		.0936	31,299	.1250	272	133.3	.118	.171	.137	.157	.144							
Bartholomew				.0203	4,468	.0178	180	88.2						10,349	.0170	416	411	296	38.9	
Benton				.0097	1,775	.0070	142	69.6						4,342	.0071	365	213	121	78.0	
Blackford				.0111	5,585	.0222	409	200.5						6,566	.0108	482	171	146	17.1	
Boone				.0182	3,342	.0133	150	73.5						6,978	.0115	313	231	180	28.3	
Brown				.0042	280	.0011	54	26.5						794	.0013	154	24	33	-27.3	
Carroll				.0123	1,953	.0078	130	63.7						4,418	.0073	294	247	162	52.5	
Cass				.0281	6,614	.0264	192	94.1						15,850	.0261	459	560	466	20.2	
Logansport	18.5	18.5		.0151	5,816	.0232	314	153.9	.020	.023	.022	.039	.029							
Clark				.0251	3,426	.0135	111	54.4						7,406	.0122	241	377	347	8.6	
Jeffersonville	12.0	11.9		.0973	2,217	.0088	186	91.2	.011	.007	.010	.006	.011							
Clay				.0216	2,883	.0115	109	53.4						6,804	.0112	257	305	246	24.0	
Clinton				.0223	4,607	.0184	169	82.8						11,772	.0194	431	448	343	30.6	
Frankfort	12.1	12.1		.0993	3,680	.0147	302	148.0	.017	.010	.016	.015	.017							
Crawford				.0083	625	.0025	82	30.4						1,663	.0027	136	54	38	42.1	
Davies				.0210	2,701	.0107	105	51.5						6,461	.0108	250	303	201	50.7	
Dearborn				.0172	2,884	.0115	137	67.2						6,982	.0115	332	275	191	44.0	
Decatur				.0141	2,577	.0102	149	73.0						5,385	.0089	311	232	171	35.7	
De Kalb				.0203	3,569	.0142	143	70.1						7,610	.0125	305	467	352	32.7	
Delaware				.0548	12,687	.0505	188	92.2						28,210	.0464	419	1,095	702	55.9	
Muncie	46.5	46.5		.0379	11,585	.0462	249	122.1	.049	.053	.051	.045	.044							
Dubois				.0167	2,168	.0086	105	51.5						4,195	.0069	204	247	220	12.2	
Elkhart				.0561	12,971	.0518	188	92.2						28,990	.0477	421	1,033	796	29.8	
Goshen	10.3	10.3		.0847	2,968	.0114	276	135.3	.011	.008	.015	.010	.009							
Elkhart	32.9	32.9		.0268	7,782	.0310	236	115.7	.033	.031	.048	.025	.037							
Fayette				.0157	2,973	.0118	154	75.5						6,978	.0115	363	336	245	37.1	
Connersville	12.8	12.7		.0104	2,774	.0110	217	106.4	.010	.006	.013	.010	.012							
Floyd				.0282	5,172	.0206	149	73.0						13,251	.0218	382	503	341	47.5	
New Albany	27.0	25.8		.0210	4,890	.0195	189	92.6	.024	.015	.023	.016	.017							
Fountain				.0146	2,159	.0086	120	58.8						4,907	.0081	273	250	134	86.6	
Franklin				.0118	1,586	.0063	109	53.4						3,614	.0060	249	91	93	-2.2	
Fulton				.0122	2,302	.0091	153	75.0						5,423	.0089	361	248	215	15.3	
Gibson				.0238	3,608	.0144	124	60.8						8,411	.0138	288	399	308	29.5	
Grant				.0416	10,411	.0415	204	100.0						25,468	.0419	499	737	524	40.6	
Marion	38.3	24.4		.0200	8,227	.0328	336	164.7	.035	.034	.033	.030	.030							
Greene				.0256	3,182	.0126	100	49.0						7,936	.0131	252	308	279	10.4	
Hamilton				.0191	3,223	.0128	137	67.2						6,443	.0106	275	307	210	46.2	
Hancock				.0135	2,403	.0096	145	71.1						5,232	.0086	315	293	227	29.1	
Harrison				.0141	1,246	.0049	72	35.3						2,906	.0048	168	120	109	10.1	
Hendricks				.0161	2,692	.0107	136	66.7						5,330	.0088	270	259	187	38.5	
Henry				.0287	5,427	.0216	154	75.5						11,747	.0193	333	608	415	46.5	
New Castle	19.0	14.0		.0114	4,005	.0160	286	140.1	.017	.014	.022	.014	.017							
Howard				.0380	7,612	.0304	163	79.9						19,755	.0325	423	768	587	30.8	
Kokomo	32.8	32.8		.0268	6,846	.0273	208	102.0	.023	.030	.034	.030	.033							
Huntington				.0237	5,058	.0202	174	85.3						12,450	.0205	428	360	299	20.4	
Huntington	13.4	13.4		.0109	3,848	.0153	287	140.1	.016	.011	.012	.016	.017							
Jackson				.0193	3,011	.0120	127	62.3						6,906	.0114	291	337	269	25.3	
Jasper				.0109	1,992	.0079	149	73.0						4,265	.0070	319	200	120	66.7	
Jay				.0170	5,585	.0222	267	130.9						5,682	.0094	273	360	269	33.8	
Jefferson				.0156	2,680	.0107	140	68.6						6,196	.0102	323	184	151	21.9	
Jennings				.0096	1,194	.0047	101	49.5						2,467	.0041	209	147	91	61.5	
Johnson				.0177	2,626	.0104	121	59.3						6,817	.0112	314	351	213	64.8	
Knox				.0357	7,065	.0282	161	78.9						17,607	.0290	402	708	618	14.6	
Vincennes	17.5	17.5		.0143	5,013	.0200	285	139.7	.016	.019	.024	.026	.019							
Kosciusko				.0224	4,752	.0189	173	84.8						11,401	.0188	415	461	325	41.8	
Lagrange				.0112	1,331	.0053	97	47.5						3,554	.0059	258	222	119	86.6	
Lake				.2128	49,724	.1986	190	93.1						129,166	.2125	494	4,433	3,055	45.1	
Whiting		10.8		.0089	2,135	.0085	196	96.1	.013	.004	.004	.008	.010							
East Chicago		54.7		.0446	5,407	.0216	99	48.5	.028	.015	.019	.007	.031							
Gary	102.8	100.4		.0818	17,264	.0689	172	84.3	.072	.087	.067	.077	.072							
Hammond	76.8	64.5		.0526	18,982	.0758	294	144.1	.073	.052	.070	.143	.056							
La Porte				.0493	11,964	.0477	198	97.1						30,161	.0496	499	923	592	55.9	
La Porte	18.0	15.7		.0128	4,573	.0182	290	142.2	.020	.019	.019	.017	.020							
Michigan City	35.0	26.7		.0216	6,059	.0242	227	111.3	.028	.019	.025	.026	.025							
Lawrence				.0290	4,514	.0180	127	62.3						9,680	.0159	272	276	264	4.5	
Bedford	13.6	13.2		.0108	3,227	.0128	244	119.6	.014	.011	.014	.014	.013							
Madison				.0675	16,470	.0657	199	97.5						39,688	.0653	479	1,552	1,229	26.3	
Elwood	12.9																			



How a BALANCED Circulation Can Help You SELL

A balanced newspaper circulation has both *quantity* and *quality*. It gives the most intensive coverage where intensive coverage is most desirable. It parallels purchasing power and sales potentialities. It is neither top-heavy in the city nor in suburban and country. Thus it eliminates waste and promotes advertising effectiveness.

The Indianapolis News offers advertisers a balanced circulation. Of its total circulation of more than 145,000, 60% is in Marion County (Indianapolis), 79% in the city and trading territory, and 21% in the outer zone. City circulation, reaching more than 7 out of every

10 homes, is 96½% home-delivered and parallels consumer income. The better the district, the better The News covers it.

Suburban circulation is almost wholly confined to cities and towns and, by means of 100 motor routes operating over principal highways, to rural residents of highest purchasing power.

News circulation efforts are confined to logical trading areas. Its circulation is heaviest where purchasing power is greatest. This—with long established reader interest and responsiveness—enables it to do a complete and economical advertising job . . . ALONE.

The Indianapolis News *sells* THE INDIANAPOLIS RADIUS

NEW YORK: Dan A. Carroll, 110 East 42nd Street

CHICAGO: J. E. Lutz, 180 North Michigan Ave.

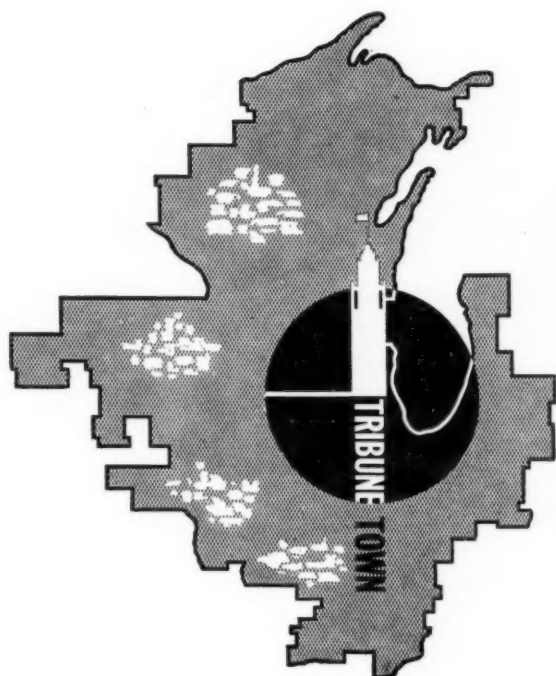
INDIANA—(Continued)

COUNTIES Cities over 10,000	POPULATION			RETAIL SALES—1933 OFFICIAL						ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES						
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change
	Zone	Municipal							Food	Clothing	Auto- motive	General Mdse.	Drugs						
Pike			16,381	.0133	1,394	.0055	85	41.7						3,604	.0059	220	191	150	27.3
Porter			22,821	.0186	3,950	.0157	173	84.8						9,280	.0153	407	419	333	25.8
Posey			17,853	.0145	1,828	.0073	102	50.0						4,449	.0073	249	177	109	62.4
Pulaski			11,195	.0090	1,399	.0055	125	61.3						3,037	.0050	271	213	123	73.2
Putnam			20,448	.0167	2,471	.0098	121	59.3						4,969	.0082	243	312	239	30.5
Randolph			24,859	.0202	4,135	.0165	156	81.4						9,880	.0163	397	350	260	34.6
Ripley			18,078	.0147	1,945	.0077	107	52.5						4,510	.0074	249	201	160	25.6
Rush			19,412	.0158	2,841	.0113	146	71.6						6,269	.0103	323	305	185	64.9
St. Joseph			180,033	.1303	31,512	.1258	197	96.8						94,021	.1547	587	3,163	2,082	51.9
Mishawaka	28.6			.0238	4,104	.0163	143	70.0	.024	.007	.013	.009	.018						
South Bend	132.8	104.1		.0839	25,249	.1008	243	119.1	.098	.131	.115	.129	.104						
Scott			6,664	.0054	994	.0039	149	73.0						2,378	.0039	357	115	65	76.9
Shelby			26,552	.0216	4,292	.0171	161	78.9						10,418	.0171	392	389	292	33.2
Shelbyville	10.6	10.6		.0086	3,562	.0142	335	164.2	.012	.008	.020	.017	.018						
Spencer			16,713	.0136	1,168	.0046	70	34.3						3,234	.0053	193	164	123	33.3
Starke			10,620	.0086	1,380	.0055	130	63.7						3,152	.0052	297	146	117	24.8
Steuben			13,386	.0109	2,150	.0085	161	78.9						4,687	.0077	350	285	173	64.7
Sullivan			28,133	.0229	2,897	.0115	103	50.5						6,202	.0102	220	315	227	38.8
Switzerland			8,432	.0069	595	.0023	71	34.8						1,938	.0032	230	62	64	3.1
Tippecanoe			47,535	.0387	11,843	.0473	249	122.1						26,671	.0439	561	798	646	23.5
Lafayette	31.3	26.2		.0214	9,966	.0398	380	186.3	.035	.046	.041	.048	.060						
Tipton			15,208	.0124	2,174	.0086	143	70.0						5,280	.0087	347	198	179	10.6
Union			5,880	.0048	722	.0028	123	60.3						1,775	.0029	302	104	53	96.2
Vanderburg			113,320	.0923	23,450	.0936	207	101.5						56,588	.0931	499	1,671	1,570	6.4
Evansville	108.3	102.2		.0833	22,559	.0901	221	108.3	.089	.148	.092	.092	.111						
Vermillion			23,238	.0189	2,033	.0081	87	42.6						4,930	.0081	212	236	134	76.1
Vigo			96,861	.0805	20,508	.0819	207	101.5						50,570	.0832	512	1,618	1,175	37.7
Terre Haute	76.5	62.8		.0512	18,591	.0742	296	145.1	.071	.085	.084	.096	.093						
Wabash			25,170	.0205	3,990	.0159	159	77.9						7,563	.0124	300	360	231	55.8
Warren			9,167	.0075	893	.0035	97	47.5						2,500	.0041	276	78	41	90.2
Warrick			18,230	.0148	1,697	.0067	93	45.6						4,043	.0066	222	236	167	41.3
Washington			16,285	.0133	1,336	.0053	82	40.2						3,055	.0050	188	116	95	22.1
Wayne			54,809	.0446	10,213	.0407	186	91.2						26,846	.0442	490	933	750	24.4
Richmond	32.4	32.4		.0265	8,292	.0331	255	125.0	.037	.041	.037	.030	.034						
Wells			18,411	.0150	2,373	.0094	129	63.2						5,012	.0082	272	263	199	32.2
White			15,831	.0129	2,031	.0081	128	62.7						5,268	.0087	333	182	140	30.0
Whitley			15,931	.0130	2,472	.0098	155	76.0						5,870	.0097	369	227	188	22.0
STATE TOTAL			3,238,503	2.6377	569,972	2.2769	176	86.3	2.163	1.890	2.649	2.230	2.541	1,386,272	2.2811	423	53,147	40,176	32.3

ILLINOIS

Adams				62,784	.0511	11,398	.0455	182	89.2									30,844	.6507	491	659	611	7.9
Quincy	43.7	39.2			.0320	10,164	.0405	259	126.9	.040	.035	.033	.061	.049									
Alexander				22,542	.0184	3,375	.0134	150	73.5									7,501	.0123	333	280	185	51.4
Cairo	13.5	13.5			.0110	2,919	.0116	216	105.8	.014	.018	.010	.008	.015									
Bond				14,406	.0117	2,074	.0082	144	70.6									4,344	.0071	302	138	105	31.4
Boone				15,078	.0123	2,994	.0119	199	97.5									7,312	.0120	484	235	203	15.8
Brown				7,892	.0064	782	.0031	99	48.5									1,882	.0031	238	66	54	22.2
Bureau				38,845	.0316	5,230	.0208	135	66.2									12,814	.0211	330	537	430	24.9
Calhoun				8,034	.0065	492	.0019	61	29.9									1,456	.0024	181	83	45	84.4
Carroll				18,433	.0150	2,870	.0114	156	76.5									6,843	.0112	371	175	105	66.7
Cass				16,537	.0135	2,642	.0105	160	78.4									6,410	.0105	388	242	163	48.5
Champaign				64,273	.0524	16,137	.0644	251	123.0									43,452	.0715	676	1,167	894	30.5
Champaign	33.4	20.3			.0166	10,861	.0433	534	261.8	.034	.067	.040	.055	.040									
Urbana	13.1	13.0			.0106	2,523	.0100	193	94.6	.013	.003	.010		.009									
Christian				37,538	.0306	5,725	.0228	152	74.5									10,509	.0173	280	545	447	21.9
Clark				17,872	.0146	2,026	.0080	113	55.4									5,427	.0089	304	231	135	71.1
Clay				16,155	.0132	1,792	.0071	111	54.4									3,890	.0064	241	106	99	7.1
Clinton**				21,369	.0174	2,375	.0094	111	54.4									5,569	.0092	261	138	146	—5.5
Coles				37,315	.0304	6,119	.0244	164	80.4									14,921	.0246	399	627	371	69.0
Mattoon	15.6	14.6			.0119	3,724	.0148	255	125.0	.016	.017	.015	.019										
Cook*				3,982,123	3.2434	1,111,933	4.4410	279	136.8									3,085,921	5.0779	775	58,964	46,507	26.8
Blue Island		16.5			.0135	3,757	.0150	227	111.3	.027	.003	.013	.011	.010									
Brookfield		11.1			.0091	825	.0032	74	36.3	.008		.003	.001	.003									
Calumet City		12.2			.0100	701	.0028	57	27.9	.004		.004											
Chicago Heights		22.3			.0182	3,842	.0153	172	84.3	.020	.005	.015	.021	.021									
Elmwood Park		13.1			.0107	1,420	.0056	108	52.9	.007		.013	.001	.009									
Forest Park		14.5			.0119	4,121	.0164	283	138.7	.041	.004	.002	.006	.016									
Harvey		16.3			.0133	2,394	.0095	146	71.6	.016	.005	.009	.006	.017									
La Grange		2.9			.0024	2,815	.0112	958	469.6	.017	.005	.015	.008	.020									
Melrose Park		11.4			.0093	1,602	.0064	140	68.6	.010	.002	.004	.007										
Park Ridge		11.7			.0096	1,987	.0079	169	82.8	.009	.005	.011	.004	.022									
Wilmette		15.2			.0124	3,056	.0122	200	98.0	.020	.004	.019	.004	.020									
Winnetka		13.1			.0106	3,593	.0143	274	134.3	.020	.011	.014	.004	.031									
Berwyn		47.0			.0383	7,406	.0295	157	77.0	.045	.017	.031	.017	.042									
Chicago	3440.4	3376.4			2.7501	990,084	3.9543	293	143.6	3.607	5.155	2.363	6.698	4.694									
Cicero		66.6			.0542	9,530	.0380	143	70.1	.047	.036	.047	.011	.050									
Evanston	63.3	63.3			.0516	26,568	.1061	419	205.4	.142	.123	.128	.091	.133									
Maywood		25.8			.0210	3,014	.0012	117	57.4	.024	.004	.010	.005	.017									
Oak Park		63.9			.0521	21,029	.0839	329	161.3	.113	.089	.110	.090	.107									
Crawford				21,085	.0172	2,680	.0107	127	62.3									6,901	.0114	327	320	328	—2.4
Cumberland				10,419	.0085	696	.0027	67	32.6									1,661	.0027	159	69	40	72.5
De Kalb				32,644	.0266	7,217	.0288	221	108.3	17,856	.0294	547											
De Witt				18,596	.0151	2,668	.0106	143	70.1									7,027	.0116	378	243	192	26.6
Douglas				17,914	.0146	2,112	.0084	118	57.8									5,250	.0086	293	262	129	103.1
Du Page				91,998	.0749	17,552	.0701	191	93.6									37,566	.0618	408	2,040	1,597	27.7
Elmhurst		14.0			.0114	3,223	.0128	229	112.3	.017	.009	.016	.006	.017									
Edgar				24,966	.0203	3,379	.0135	136	66.2									8,240	.0136	330	417	235	77.4

****Centralia listed under Marion County.**



HEART...

TRIBUNE TOWN DATA

ITEM	Tribune Town Total	Percent of U. S. in Tribune Town	All Towns (704) of 1,000 Population and Over	Percent of Tribune Town Total
Individual Income Tax Returns	369,726	10.9	355,354	96.1
Passenger Car Registrations	2,042,018	11.0	1,584,159	77.6
Residential Elec. Lt. Customers	2,426,362	12.0	2,104,758	86.7
Residential Gas Customers	1,886,797	11.8	1,845,273	97.8
Residential Telephone Customers	1,657,087	14.6	1,373,371	82.0
Families Having Radios	1,639,876	13.6	Incomplete
Total Retail Stores	157,371	10.2	125,194	79.6
Total Retail Sales (000 Omitted)	\$5,591,198	11.4	\$5,035,249	90.1
Drug Stores	5,912	10.1	4,970	84.1
Drug Sales (000 Omitted)	\$187,237	11.1	Incomplete
Food Stores	44,601	9.3	38,538	86.4
Food Sales (000 Omitted)	\$1,223,743	11.3	Incomplete
Furniture Stores	2,664	10.6	2,098	78.8
Furniture Sales (000 Omitted)	\$160,718	10.6	Incomplete
Hardware Stores	3,757	14.8	2,761	73.5
Hardware Sales (000 Omitted)	\$94,480	13.4	Incomplete
Number of Banks	1,938	11.9	969	50.0
Bank Deposits (000 Omitted)	\$2,967,776	6.9	\$2,785,645	90.5
Manufacturing Establishments	24,723	11.7	Incomplete
Wage Earners	1,048,830	11.9	Incomplete
Wages (000 Omitted)	\$1,518,703	13.1	Incomplete
Value of Products (000 Omitted)	\$9,375,602	13.3	Incomplete
NUMBER OF FAMILIES	3,080,311	10.3	2,127,264	69.1
SUNDAY TRIBUNE CIRCULATION	915,557	91.5	888,589	97.1
Percent Coverage	30	42

AS RISING COSTS of manufacturing and distribution slash into profits, the advantages of spot advertising become more evident.

The 5½ billion dollar Chicago territory—Tribune Town—invites and repays such direct action advertising.

It is the heart of the Central States, a rich market susceptible to profitable cultivation through a single newspaper—the Chicago Sunday Tribune.

The Chicago Sunday Tribune reaches 42% of all the families living in 704 cities and towns of 1,000 or more population in this market.

No other publication delivers such effective volume of circulation in this market as does the Sunday Tribune; no combination of publications gives such penetrating coverage at such low cost per reader and results.

Tribune rates for black-and-white, roto, coloroto and run-of-paper color per 100,000 families are among the lowest in the country.

Ask a Tribune representative—or your advertising agency—to give you complete information.

Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

ILLINOIS—(Continued)

COUNTIES Cities over 10,000	POPULATION			RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change
	Zone	Municipal							Food	Clothing	Auto- motive	General Mdse.	Drugs						
Edwards			8,303	.0088	654	.0026	79	38.7						1,694	.0028	204	59	48	22.9
Effingham			19,013	.0155	3,019	.0120	159	77.9						7,214	.0119	379	201	146	37.7
Fayette			23,487	.0191	2,101	.0083	89	43.6						5,824	.0096	248	203	148	37.2
Ford			15,489	.0126	2,485	.0099	160	78.4						5,987	.0099	387	246	160	53.8
Franklin			59,442	.0484	6,514	.0260	110	53.9						19,672	.0324	331	522	468	11.5
West Frankfort	14.6	14.6		.0120	2,600	.0103	177	86.8	.009	.018	.011	.010	.010						
Fulton			43,983	.0358	5,428	.0216	123	60.3						13,423	.0221	305	579	376	54.0
Canton	11.7	11.7		.0095	2,439	.0097	208	102.0	.012	.010	.011	.009	.010						
Gallatin			10,081	.0082	841	.0033	83	40.7						2,127	.0035	211	112	72	55.6
Greene			20,417	.0085	2,274	.0090	111	54.4						5,529	.0091	271	192	151	27.2
Grundy			18,678	.0152	2,710	.0108	145	71.1						6,514	.0107	349	271	213	27.2
Hamilton			12,995	.0106	809	.0032	62	30.4						1,820	.0030	140	78	55	41.8
Hancock			26,420	.0215	3,175	.0126	120	58.8						8,055	.0133	305	285	245	16.3
Hardin			6,955	.0057	422	.0016	61	29.9						1,027	.0017	148	54	33	63.6
Henderson			8,778	.0071	652	.0026	74	36.3						1,893	.0031	216	80	63	27.0
Henry			43,851	.0357	8,000	.0319	182	89.2						19,726	.0325	450	597	489	22.1
Kewanee	17.0	17.0		.0139	4,434	.0177	259	127.0	.018	.020	.019	.025	.015						
Iroquois			32,913	.0268	4,117	.0164	125	61.3						10,583	.0174	322	435	254	71.3
Jackson			35,680	.0291	5,099	.0203	143	70.0						14,279	.0235	400	538	399	34.8
Jasper			12,809	.0104	1,154	.0046	90	44.1						2,710	.0045	212	82	52	57.7
Jefferson			31,034	.0253	3,220	.0126	104	51.0						7,431	.0122	239	375	270	38.9
Mount Vernon	13.8	12.3		.0101	2,606	.0104	211	103.4	.010	.011	.014	.009	.010						
Jersey			12,556	.0102	1,730	.0069	138	67.6						3,726	.0061	297	172	153	12.4
Jo Davies			20,235	.0165	2,686	.0107	133	65.2						6,078	.0100	301	154	96	60.4
Johnson			10,203	.0083	711	.0028	70	34.3						2,185	.0036	214	86	48	79.2
Kane			125,327	.1021	30,284	.1209	242	118.6						74,715	.1229	596	2,053	1,672	22.8
Aurora	47.8	46.5		.0379	13,324	.0532	286	140.2	.059	.056	.056	.059	.061						
Elgin	38.6	35.9		.0293	10,464	.0417	291	142.6	.042	.028	.048	.061	.028						
Kankakee			50,095	.0408	9,168	.0366	183	89.7						22,472	.0370	449	673	605	11.2
Kankakee	20.6	20.6		.0168	6,744	.0269	327	160.3	.027	.022	.027	.036	.026						
Kendall			10,555	.0086	1,092	.0043	103	50.5						2,640	.0043	250	109	75	45.3
Knox			51,336	.0418	10,748	.0429	209	102.5						26,402	.0429	507	725	828	12.4
Galesburg	28.8	28.8		.0235	9,211	.0367	319	156.4	.033	.048	.045	.049	.040						
Lake			104,387	.0850	26,616	.1063	255	125.0						54,045	.0889	518	2,675	2,298	16.4
Highland Park		12.2		.0099	3,951	.0015	324	158.6	.025	.005	.020	.007							
Waukegan	41.9	33.4		.0273	10,736	.0426	320	156.9	.044	.045	.046	.059	.044						
La Salle			97,695	.0796	18,460	.0737	189	92.6						41,847	.0689	428	1,175	838	40.2
La Salle	22.2	13.1		.0107	4,395	.0175	334	163.7	.017	.025	.021	.021	.015						
Ottawa	15.0	15.0		.0123	4,164	.0166	276	135.3	.018	.015	.021	.015	.021						
Streator	14.7	14.7		.0120	3,962	.0158	269	131.9	.018	.021	.016	.019	.011						
Lawrence			21,885	.0178	2,745	.0109	125	61.3						6,348	.0105	290	336	241	39.4
Lee			32,329	.0263	5,692	.0227	176	86.3						15,950	.0263	493	517	299	72.9
Livingston			39,092	.0318	4,914	.0196	126	61.8						11,794	.0194	302	399	282	41.5
Logan			28,863	.0235	4,291	.0171	149	73.0						10,923	.0180	378	414	247	67.6
Lincoln	12.6	12.6		.0105	2,679	.0107	208	102.0	.013	.009	.013	.012	.008						
McDonough			27,329	.0223	4,013	.0160	147	72.1						9,426	.0155	345	436	323	35.0
McHenry			35,079	.0286	8,266	.0330	236	115.7						18,495	.0304	527	644	505	27.5
McLean			73,117	.0595	14,506	.0579	198	97.1						40,101	.0660	548	1,197	811	47.6
Bloomington	37.6	30.9		.0252	10,339	.0412	334	163.7	.034	.058	.050	.052	.041						
Macon			81,731	.0667	18,292	.0730	224	109.8						41,559	.0684	508	1,295	1,041	24.4
Decatur	57.5	57.5		.0468	16,849	.0672	293	143.6	.064	.069	.069	.094	.062						
Macoupin			48,703	.0397	5,502	.0220	113	55.4						10,950	.0180	225	525	385	36.4
Madison			143,830	.1171	23,410	.0935	163	79.9						57,724	.0950	401	1,996	1,656	20.5
Alton	35.3	30.1		.0246	7,855	.0313	261	127.9	.038	.041	.037	.018	.034						
Granite City		25.1		.0205	4,087	.0163	163	79.9	.019	.024	.031	.007	.008						
Marion			35,635	.0290	6,206	.0247	174	85.3						15,079	.0248	423	426	372	14.5
Centralia	15.3	12.5		.0098	3,937	.0157	326	159.8	.015	.023	.020	.016	.011						
Marshall			13,023	.0106	1,805	.0072	139	68.1						4,480	.0074	344	158	98	62.2
Mason			15,115	.0123	2,552	.0101	169	82.8						6,229	.0102	412	179	138	29.7
Massac			14,081	.0114	1,474	.0058	105	51.5						2,798	.0046	179	67	72	20.8
Menard			10,575	.0086	1,345	.0053	127	62.3						3,950	.0065	373	128	89	43.8
Mercer			16,641	.0138	2,082	.0083	125	61.3						5,916	.0097	356	171	109	56.9
Monroe			12,369	.0101	2,081	.0083	168	82.4						4,659	.0077	377	129	101	27.7
Montgomery			35,278	.0287	4,983	.0199	141	69.1						11,859	.0195	336	343	266	28.9
Morgan			34,240	.0279	6,321	.0252	185	90.7						15,732	.0259	460	639	457	39.8
Jacksonville	17.7	17.7		.0145	5,315	.0212	299	146.6	.019	.028	.027	.022	.015						
Moultrie			13,247	.0108	1,332	.0053	101	49.5						3,264	.0054	246</			



**"There's the whole story . . .
in five lines!"**

True, they are backed by a new survey of 25,000 homes in the great Fourth Market of America. True, they repeat what we have known for years . . . and what all the leading retail merchants of Detroit base their profitable advertising upon. But for those who are not fully aware of the newspaper situation in Detroit, they sum up the story!

THE NEWS has a total circulation in the Detroit Trading Area that exceeds the next newspaper by 21,000

copies every day. But the extraordinary thing is that this leadership is proportionately very much greater in its influence on buying power. The density of NEWS circulation increases where purchasing power increases. It is lowest where buying power is low. It is concentrated in the Detroit trading area where 47% of all the people of Michigan live, and where 60% of all the State's wealth is located. 76% of the city circulation of THE NEWS is home-delivered.

The Detroit News

THE HOME NEWSPAPER

New York Representative

I. A. KLEIN, Inc., 50 E. 42nd St.

Chicago Representative

J. E. LUTZ, 180 N. Michigan Ave.

APRIL 10, 1935

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ILLINOIS—(Continued)

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change	
	Zone	Municipal							Food	Clothing	Automotive	General Mdso.	Drugs							
Scott			8,539	.0070	984	.0039	115	56.4						2,413	.0040	283	118	122	-3.3	
Shelby			25,471	.0207	2,456	.0098	96	47.1						8,199	.0102	243	247	186	32.8	
Stark			9,184	.0075	1,219	.0048	133	65.2						3,050	.0050	332	108	86	25.6	
Stephenson			40,064	.0326	8,300	.0331	207	101.5						20,075	.0330	501	455	336	35.4	
Freeport	22.0	22.0		.0180	6,814	.0272	309	151.5	.028	.025	.028	.031	.026							
Tazewell			46,082	.0375	6,168	.0246	134	65.7						18,354	.0302	398	720	515	39.8	
Pekin	16.1	16.1		.0131	3,339	.0133	207	101.5	.018	.008	.015	.014								
Union			19,883	.0162	2,205	.0088	111	54.4						4,850	.0080	244	211	117	80.3	
Vermilion			89,339	.0728	14,670	.0586	164	80.4						44,730	.0736	501	985	787	25.2	
Danville	36.7	36.7		.0299	10,433	.0418	284	139.2	.046	.053	.041	.058	.042							
Wabash			13,197	.0107	1,853	.0066	125	61.3						4,478	.0073	339	157	93	68.8	
Warren			21,745	.0177	3,225	.0128	148	72.5						8,510	.0140	391	322	268	20.1	
Washington			16,286	.0133	1,598	.0063	98	48.0						3,404	.0056	209	123	133	-7.5	
Wayne			19,130	.0156	1,633	.0085	85	41.7						3,455	.0056	181	119	117	1.7	
White			18,149	.0148	2,021	.0080	111	54.4						4,283	.0070	236	230	134	71.6	
Whiteside			39,019	.0318	6,849	.0273	175	85.8						15,975	.0262	409	517	388	33.2	
Sterling	13.9	10.0		.0082	3,663	.0146	366	179.4	.015	.016	.020	.011	.013							
Will			110,732	.0902	18,795	.0750	170	83.3						54,255	.0892	490	1,524	1,034	47.4	
Joliet	71.4	42.9		.0350	13,520	.0540	314	153.9	.044	.055	.051	.065	.065							
Williamson			53,880	.0440	5,840	.0233	108	52.9						15,584	.0256	289	482	389	18.8	
Winnapo Rockford			117,373	.0956	26,076	.1041	222	108.8						59,810	.0984	510	1,650	1,251	31.9	
Woodford	100.1	85.8		.0700	23,392	.0934	272	133.3	.091	.119	.104	.096	.085							
			18,792	.0153	2,762	.0110	147	72.1						7,353	.0121	391	322	188	71.3	
STATE TOTAL			7,630,654	6.2152	1,728,880	6.9051	227	111.2	6.848	7.551	5.931	8.908	7.475	4,600,023	7.5693	603	109,287	85,460	27.9	

MICHIGAN

Alcona			4,989	.0040	313	.0012	63	30.9							680	.0011	136	80	43	86.0
Alger			9,327	.0075	1,537	.0061	165	80.9							3,578	.0059	384	181	138	31.2
Allegan			38,974	.0317	3,956	.0158	102	50.0							11,674	.0192	300	520	300	73.3
Alpena			18,574	.0151	4,036	.0161	217	106.4							9,159	.0151	493	361	225	60.4
Alpena	12.1	12.1		.0099	3,849	.0153	316	154.9	.014	.013	.016	.015	.016							
Antrim			9,979	.0081	1,102	.0044	110	53.9							2,380	.0039	239	71	56	26.8
Arenac			8,007	.0065	921	.0036	115	56.4							1,814	.0030	227	161	120	34.2
Baraga			9,168	.0074	999	.0039	109	53.4							2,097	.0035	229	82	32	156.3
Barry			20,928	.0170	2,578	.0130	123	60.3							6,478	.0107	310	264	141	87.2
Bay			69,474	.0585	12,655	.0505	182	89.2							31,464	.0518	453	1,007	818	23.1
Bay City	49.2	47.3		.0385	11,503	.0459	243	119.1	.042	.058	.012	.049	.046							
Benzie			6,587	.0053	1,153	.0046	175	85.8							2,392	.0039	363	138	75	84.0
Berrien			81,066	.0660	15,420	.0615	190	93.1							39,318	.0647	485	1,299	841	54.5
Benton Harbor	15.4	15.4		.0125	5,029	.0200	326	159.8	.021	.029	.022	.020	.032							
Niles	11.3	11.3		.0092	2,976	.0118	263	128.9	.012	.007	.019	.012	.014							
Branch			23,950	.0195	4,251	.0169	177	86.8							9,661	.0159	403	394	255	54.5
Calhoun			87,043	.0708	19,447	.0776	223	109.3							48,470	.0798	557	1,897	1,395	36.0
Battle Creek	53.8	43.5		.0354	14,092	.0562	323	158.3	.053	.060	.068	.001	.003							
Cass			20,888	.0170	2,803	.0112	134	65.7							6,458	.0106	309	275	197	39.6
Charlevoix			11,981	.0097	1,993	.0079	166	81.4							4,097	.0067	342	164	97	69.0
Cheboygan			11,502	.0093	2,004	.0080	174	85.3							4,907	.0081	427	147	104	41.3
Chippewa			25,047	.0204	5,472	.0218	218	106.9							11,606	.0191	463	448	287	56.1
Sault Ste. Marie	15.0	13.7		.0112	4,570	.0182	332	162.7	.019	.009	.017	.026	.013							
Clare			7,032	.0057	1,090	.0043	155	76.0							2,670	.0044	380	179	86	108.1
Clinton			24,174	.0196	2,995	.0119	124	60.8							7,239	.0119	299	324	242	33.9
Crawford			3,097	.0025	748	.0029	242	118.6							860	.0014	278	51	44	15.9
Delta			32,260	.0262	6,091	.0243	189	92.6							15,543	.0256	481	383	309	23.9
Escanaba	16.3	14.5		.0118	4,161	.0166	286	140.2	.015	.010	.017	.029	.014							
Dickinson			29,941	.0243	4,226	.0168	141	69.1							9,573	.0158	320	382	187	104.3
Iron Mountain	17.4	11.6		.0949	2,733	.0109	235	115.2	.009	.020	.015	.009	.011							
Eaton			31,728	.0258	4,296	.0171	135	66.2							11,316	.0186	357	577	273	111.3
Emmet			15,109	.0123	3,490	.0139	231	113.2							3,957	.0085	262	285	192	48.4
Genesee			211,641	.1723	42,523	.1698	201	98.5							106,138	.1747	501	5,691	4,210	35.2
Flint	158.4	156.4		.1274	37,094	.1481	237	116.2	.141	.203	.189	.140	.130							
Gladwin			7,424	.0060	816	.0032	110	53.9							1,748	.0029	235	108	73	47.9
Gogebic			31,577	.0257	5,383	.0214	170	83.3							11,870	.0195	376	307	175	75.4
Ironwood	29.0	14.2		.0116	3,492	.0139	244	119.6	.015	.015	.016	.017	.008							
Grand Traverse			20,011	.0162	4,978	.0198	249	122.1							10,175	.0167	508	364	280	30.0
Traverse City	13.0	12.5		.0102	4,587	.0183	366	179.4	.016	.014	.022	.023	.014							
Gratiot			30,252	.0246	4,153	.0165	137	67.2							8,623	.0142	285	625	333	87.7
Hillsdale			27,417	.0223	4,127	.0164	151	74.0							8,689	.0143	317	400	266	50.4
Houghton			52,851	.0430	7,296	.0291	138	67.6							21,503	.0354	407	344	214	60.7
Huron			31,132	.0253	5,578	.0222	179	87.7							12,194	.0201	392	584	481	21.4
Ingham			116,587	.0949	27,533	.0999	236	115.7							60,695	.0999	521	2,959	2,040	45.0
Lansing	78.3	78.3		.0638	23,395	.0934	298	146.1	.084	.101	.099	.117	.102							
Ionia			35,093	.0285	4,461	.0178	127	62.3							11,674	.0192	333	484	282	71.6
Ionia			7,517	.0061	1,052	.0042	140	68.6							2,045	.0034	272	144	102	41.2
Iron			20,805	.0169	2,818	.0112	135	66.2							6,336	.0104	305	200	103	94.2
Isabella			21,126	.0172	3,599	.0143	170	83.3							5,751	.0095	272	659	483	36.4
Jackson			92,304	.0751	16,080	.0642	174	85.3							48,443	.0797	525	1,645	1,186	47.1
Jackson	65.1	55.1		.0449	13,882	.0554	252	123.5	.057	.073	.068	.048	.066							
Kalamazoo			91,368	.0744	23,050	.0920	252	123.5							47,194	.0777	517	1,896	1,552	22.2
Kalamazoo	60.0	54.7		.0446	20,215	.0807	360	180.9	.072	.086	.099	.075	.099							
Kalamazoo			3,799	.0030	408	.0018	107	52.5							824	.0014	217	51	22	131.8
Kent			240,511	.1958	51,942	.2074	216	105.9							146,355	.2408	608	3,955	3,031	30.5
Grand Rapids	168.5	168.5		.1373	45,481	.1816	270	132.4	.177	.247	.196	.207	.200							
Keweenaw			5,076	.0041	317	.0012	62	30.4							682	.0011	134	13	12	.83
Lake			4,066	.0033	365	.0014	90	44.1							777	.0013	191	46	25	84.0
Lapeer			29,348	.0230	3,312	.0132	117	57.4							6,894	.0113	243	608	328	85.4
Leelanau			8,206	.0066	653	.0026	80	39.2							1,627	.0027	198	66	56	17.0

M I C H I G A N—(Continued)

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change	
	Zone	Municipal							Food	Clothing	Auto-motive	General Mdse.	Drugs							
Lenawee			49,849	.0406	9,546	.0381	191	93.6						23,332	.0384	468	911	658	38.4	
Adrian	13.0	13.0		.0106	4,742	.0189	363	177.9	.016	.017	.028	.022	.020	8,189	.0135	425	399	329	21.3	
Livingston			19,274	.0156	3,142	.0125	163	79.9						1,997	.0033	306	144	80	80.0	
Luce			6,528	.0053	1,116	.0044	171	83.8						3,043	.0050	346	140	69	102.9	
Mackinac			7,783	.0071	1,262	.0050	144	70.6						24,694	.0406	320	1,440	1,107	30.0	
Macomb			77,146	.0628	10,641	.0425	138	67.6												
Mount Clemens	13.4	13.4		.0109	4,283	.0171	317	155.4	.023	.014	.019	.012	.017							
Manistee			17,409	.0141	2,968	.0118	170	83.3						8,147	.0101	353	256	197	30.0	
Marquette			44,076	.0364	7,906	.0315	179	87.7						23,172	.0381	526	592	353	67.7	
Marquette	14.7	14.7		.0120	3,858	.0154	261	127.9	.020	.018	.017	.012	.012	6,850	.0113	365	216	139	55.4	
Mason			18,756	.0152	2,949	.0117	157	77.0						3,981	.0066	253	209	81	158.0	
Mecosta			15,738	.0128	1,888	.0075	120	58.8						5,835	.0096	247	209	218	—4.1	
Menominee			23,652	.0192	3,115	.0124	132	64.7												
Menominee	10.3	10.3		.0084	1,966	.0078	191	93.6	.006	.002	.009		.006							
Midland			19,150	.0155	3,200	.0127	161	78.9						6,325	.0104	330	510	447	14.1	
Missaukee			6,992	.0056	628	.0025	90	44.1						1,699	.0028	243	55	32	71.9	
Monroe			52,485	.0427	7,799	.0311	149	73.0						16,020	.0264	305	924	766	20.6	
Monroe	18.1	18.1		.0147	5,262	.0210	291	142.6	.025	.020	.031	.015	.011	7,932	.0131	289	427	296	44.3	
Montcalm			27,471	.0223	3,200	.0127	116	56.9						731	.0012	260	68	38	78.9	
Montmorency			2,814	.0022	325	.0013	115	56.4												
Muskegon			84,630	.0689	16,180	.0646	191	93.6						43,323	.0713	512	1,170	857	36.5	
Muskegon	64.3	41.3		.0337	12,382	.0494	299	146.6	.056	.047	.047	.060	.047							
Muskegon Hgts.			15,584	.0126	2,080	.0083	133	65.2	.012		.013	.001	.009	4,291	.0071	252	211	183	15.3	
Newago			17,029	.0138	1,956	.0078	115	56.4						121,264	.1995	574	5,364	4,558	17.7	
Oakland			211,251	.1720	32,734	.1307	155	76.0												
Pontiac	69.1	64.9		.0528	12,439	.0496	191	93.6	.058	.060	.059	.306	.053							
Ferndale	20.8	20.8		.0169	3,399	.0135	163	79.9	.014	.002	.041	.001	.009							
Royal Oak	22.9	22.9		.0186	5,990	.0239	262	128.4	.029	.013	.028	.022	.033	3,623	.0060	262	153	95	61.1	
Ocean			13,805	.0112	1,676	.0066	121	59.3						2,280	.0038	346	130	75	73.3	
Ogemaw			6,595	.0053	1,076	.0043	163	79.9						2,327	.0038	209	96	52	84.6	
Ontonagon			11,114	.0090	1,245	.0049	112	54.9						3,212	.0053	251	151	131	15.3	
Osceola			12,806	.0104	1,542	.0061	120	58.8						459	.0008	266	34	21	61.9	
Oscoda			1,728	.0014	172	.0006	100	49.0						1,672	.0028	301	128	76	68.4	
Otsego			5,554	.0045	857	.0034	154	75.5						22,370	.0368	408	798	607	31.5	
Ottawa			54,858	.0446	9,248	.0369	169	82.8												
Holland	19.8	14.3		.0116	3,818	.0152	266	130.4	.015	.019	.018	.015	.019							
Presque Isle			11,330	.0092	1,115	.0044	98	48.0						2,678	.0044	236	161	74	117.6	
Roscommon			2,055	.0016	379	.0015	184	90.2						386	.0006	188	73	36	102.8	
Saginaw			120,717	.0983	21,871	.0873	181	88.7						60,699	.0999	503	2,277	1,879	21.2	
Saginaw	80.7	80.7		.0657	19,065	.0761	236	115.7	.078	.088	.084	.070	.069	35,309	.0581	523	1,341	1,202	11.6	
St. Clair			67,563	.0550	13,343	.0533	198	97.1												
Port Huron	31.3	31.3		.0255	9,415	.0376	300	147.1	.034	.039	.044	.045	.034	12,771	.0210	417	552	413	33.7	
St. Joseph			30,618	.0249	5,236	.0209	171	83.8												
Sanilac			27,751	.0226	3,393	.0135	122	59.8						8,258	.0136	298	629	369	70.5	
Schoolcraft			8,451	.0068	1,633	.0065	193	94.6						2,179	.0036	258	189	153	23.5	
Shiawassee			39,517	.0321	6,481	.0258	164	80.4						14,965	.0246	379	636	507	25.4	
Owosso	14.4	14.4		.0118	4,533	.0181	313	153.4	.017	.014	.023	.022	.013	9,575	.0158	291	662	477	38.8	
Tuscola			32,934	.0268	5,174	.0206	157	77.0						12,431	.0205	388	496	361	37.4	
Van Buren			32,637	.0265	5,312	.0212	163	79.9						36,605	.0602	559	2,001	1,863	7.5	
Washtenaw			65,530	.0533	19,360	.0773	295	144.6	.044	.060	.053	.044	.061							
Ann Arbor	26.9	26.9		.0219	12,185	.0486	452	221.6	.015	.009	.028	.005	.010							
Ypsilanti	13.0	10.1		.0082	3,631	.0145	358	175.5						1,038,852	1.7094	550	55,008	45,049	22.1	
Wayne			1,888,946	.15385	422,573	.16878	224	109.8	.041	.005	.044	.015	.055							
Dearborn		60.3		.0410	7,500	.0299	149	73.0	.041	.005	.044	.015	.055							
Detroit	1770.7	568.6		1.2776	369,936	1.4775	236	115.7	1.513	1.799	1.538	1.901	1.661							
Hamtramck		58.2		.0458	8,660	.0345	154	75.5	.031	.069	.037	.038	.018							
Highland Park		52.9		.0431	14,486	.0578	271	134.3	.058	.039	.122	.054	.038							
Wyandotte	28.3	28.3		.0231	5,143	.0205	181	88.7	.024	.021	.030	.013	.025							
Ecorse		18.0		.0146	1,125	.0044	62	30.4	.008		.004	.001	.006							
Grosse Pointe Pk.		21.4		.0174	930	.0037	43	21.1	.007		.003		.020							
Lincoln Park		12.3		.0100	1,668	.0066	135	66.2	.011	.002	.006	.003	.012							
River Rouge		17.3		.0141	2,985	.0119	172	84.3	.015	.008	.024	.008	.014							
Wexford			16,827	.0137	2,877	.0114	171	83.8						5,172	.0085	307	194	123	57.7	
STATE TOTAL			4,842,325	3.9441	949,137	3.7909	196	96.1	3.696	3.664	4.590	3.691	4.101	2,352,276	3.8707	488	109,773	85,682	28.1	

W I S C O N S I N

Adams			8,003	.0065	844	.0033	105	51.5						1,691	.0028	211	69	40	72.5
Ashland	10.6	10.6	21,054	.0171	3,722	.0148	177	85.8						8,634	.0142	410	260	139	87.1
Ashland				.0087	2,789	.0111	263	128.9	.012	.012	.013	.013	.008						
Barron			34,301	.0279	6,496	.0259	189	92.6						14,433	.0237	421	359	289	24.2
Bayfield			15,006	.0122	1,504	.0080	100	49.0						3,275	.0054	218	103	79	30.4
Brown			70,249	.0572	15,451	.0617	220	107.8						34,583	.0569	492	1,366	1,058	29.1
Green Bay	37.4	37.4		.0305	11,826	.0472	316	154.9	.036	.066	.050	.085	.043						
Buffalo			15,330	.0125	2,037	.0081	133	65.2						5,490	.0090	358	170	113	50.4
Burnett			10,233	.0083	1,059	.0042	103	50.5						2,188	.0036	214	71	50	42.0
Calumet			16,848	.0137	2,329	.0093	138	67.6						6,212	.0102	369	283	151	87.4
Chippewa			37,342	.0304	7,070	.0282	189	92.6						17,334	.0285	464	412	333	23.7
Clark			34,165	.0278	5,290	.0211	155	76.0						10,958	.0180	321	257	187	37.4
Columbia			30,503	.0248	6,477	.0258	212	103.9						12,676	.0209	416	441	293	50.5
Crawford			16,781	.0137	1,971	.0078	117	57.4						4,258	.0070	254	186	118	57.6
Dane			112,737	.0918	31,365	.1252	278	136.3						73,131	.1203	649	2,256	1,591	41.8
Madison	57.8	57.8		.0472	23,722	.0947	410	201.0	.080	.151	.079	.106	.128						
Dodge			52,092	.0424	9,157	.0365	176	86.3						18,035	.0297	346	475	305	55.7
Door			18,182	.0148	3,130	.0125	172	84.3						6,044	.0099	332	213	116	83.6
Douglas			46,583	.0379	9,902	.0395	213	104.4						22,899	.0377	492	583	383	52.2
Superior	36.1	36.1		.0294	9,122	.0364	253	124.0	.040	.043	.036	.028	.028						

WISCONSIN—(Continued)

COUNTIES Cities over 10,000	POPULATION		RETAIL SALES—1933 OFFICIAL							ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES						
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change
	Zone	Municipal							Food	Cloth- ing	Auto- motive	General Mdse.	Drugs						
Dunn			27,037	.0220	3,952	.0157	148	71.6						8,128	.0134	301	202	161	25.5
Eau Claire			41,087	.0335	9,876	.0394	240	117.6						21,927	.0361	534	647	524	23.5
Eau Claire			26,449	.0366	8,565	.0342	324	158.8	.031	.044	.045	.021	.022	784	.0013	208	28	11	154.5
Florence			3,768	.0031	314	.0012	83	40.7						27,662	.0455	462	984	645	52.6
Fond du Lac			59,883	.0488	13,885	.0546	229	112.3											
Fond du Lac	26.4	26.4		.0215	9,293	.0370	351	172.1	.034	.043	.029	.047	.046						
Forest			11,118	.0091	1,365	.0054	123	60.3						2,439	.0040	219	103	59	74.6
Grant			38,469	.0313	5,919	.0236	154	75.5						12,310	.0203	320	439	270	62.6
Green			21,870	.0178	5,247	.0209	240	117.6						10,759	.0177	492	268	242	10.7
Green Lake			13,913	.0113	2,548	.0101	183	89.7						6,114	.0101	439	188	81	106.6
Iowa			20,039	.0163	2,084	.0083	104	51.0						5,518	.0091	275	138	100	38.0
Iron			9,933	.0081	1,346	.0053	138	66.7						2,900	.0048	292	111	48	131.3
Jackson			16,488	.0134	2,201	.0087	134	65.7						4,833	.0080	293	159	78	103.8
Jefferson			36,785	.0299	9,158	.0365	249	122.1						19,393	.0309	527	681	449	51.7
Watertown	10.8	10.6		.0086	4,043	.0161	381	186.8	.017	.014	.013	.015	.011						
Juneau			17,264	.0141	2,528	.0100	146	71.6						5,918	.0097	343	191	114	67.5
Kenosha			63,277	.0515	12,832	.0512	203	99.5						35,998	.0592	569	785	453	73.3
Kenosha	50.2	50.2		.0409	11,289	.0450	225	110.3	.058	.050	.034	.038	.055						
Kewaunee			16,037	.0131	2,373	.0094	148	72.5						4,785	.0078	297	148	126	17.4
La Crosse			54,455	.0444	13,606	.0543	250	122.6						26,602	.0438	489	798	534	49.4
La Crosse	39.6	39.6		.0323	12,061	.0481	304	149.0	.053	.068	.036	.050	.027						
Lafayette			18,649	.0152	2,514	.0100	135	66.2						6,903	.0114	370	184	90	82.2
Langlade			21,544	.0175	3,477	.0138	161	78.9						10,847	.0178	504	252	111	127.0
Lincoln			21,072	.0172	3,951	.0157	188	92.2						6,620	.0109	314	225	144	56.3
Manitowoc			58,674	.0478	12,063	.0481	206	101.0						29,034	.0478	495	865	589	46.9
Manitowoc	22.9	22.9		.0187	7,209	.0287	314	153.9	.031	.025	.032	.026	.016						
Two Rivers	10.0	10.0		.0082	2,009	.0080	199	97.5	.010	.006	.009	.007	.007						
Marathon			70,629	.0575	10,893	.0435	154	75.5						34,525	.0568	489	776	418	85.6
Wausau	23.7	23.7		.0194	7,367	.0294	310	152.0	.022	.034	.028	.039	.015						
Marinette			33,530	.0273	4,949	.0197	146	72.5						10,886	.0179	325	358	288	24.3
Marquette			13,734	.0112	2,821	.0112	212	103.9											
Marquette			9,368	.0076	1,129	.0046	120	58.8	.012	.011	.017	.008	.006						
Milwaukee			725,263	.5907	195,680	.7815	270	132.4						2,597	.0043	277	115	79	45.6
Milwaukee				.0087	1,523	.0060	143	70.1						447,130	.7358	617	12,177	8,825	38.0
Cudahy	10.6			.0110	1,523	.0060	143	70.1	.010	.003	.004	.004	.004						
Shorewood	13.4			.0087	1,523	.0060	143	70.1	.015	.003	.009	.001	.030						
South Milwaukee	10.7			.0087	1,523	.0060	143	70.1	.008	.002	.005	.003	.004						
Wauwatosa	21.1			.0173	3,346	.0133	158	77.5	.017	.003	.013	.001	.023						
Milwaukee	578.2	578.2		.4710	178,740	.7138	309	151.5	.733	.944	.596	.901	.767						
West Allis	34.6			.0282	5,816	.0232	168	82.4	.032	.015	.021	.014	.035						
Monroe			28,739	.0234	3,933	.0157	137	67.2						8,685	.0143	320	303	208	45.7
Oconto			26,386	.0215	2,896	.0115	110	53.9						5,897	.0097	223	245	132	85.6
Oneida			15,899	.0129	4,152	.0165	261	127.9						6,868	.0113	432	341	195	74.9
Outagamie			62,790	.0511	14,534	.0580	231	113.2						32,095	.0528	511	940	721	30.4
Appleton	25.2	25.2		.0206	9,516	.0380	377	184.8	.037	.049	.032	.041	.026						
Ozaukee			17,394	.0142	3,362	.0134	193	94.6						8,414	.0138	484	291	212	37.3
Pepin			7,450	.0061	1,483	.0059	199	97.5						3,396	.0056	458	79	51	54.9
Pierce			21,043	.0171	3,369	.0134	160	78.4						7,297	.0120	347	244	180	35.6
Polk			26,567	.0216	3,689	.0146	138	67.6						7,997	.0132	301	243	143	70.0
Portage			33,827	.0276	6,027	.0240	176	87.3						13,860	.0228	410	384	274	40.1
Stevens Point	15.0	13.6		.0111	4,839	.0193	355	174.0	.020	.023	.022	.017	.017						
Price			17,204	.0141	2,809	.0112	163	79.9						5,422	.0089	314	174	85	104.7
Racine			90,217	.0735	20,558	.0821	228	111.8						52,833	.0869	586	1,129	659	71.3
Racine	67.5	67.5		.0550	16,507	.0659	244	119.6	.085	.057	.055	.060	.069						
Richland			19,525	.0159	2,763	.0110	142	69.6						5,882	.0097	301	190	124	53.2
Rock			74,206	.0604	16,809	.0671	227	113.3						42,052	.0692	567	1,265	787	60.7
Beloit	28.0	23.6		.0192	6,129	.0244	260	127.5	.027	.031	.026	.019	.031						
Janesville	21.6	21.6		.0176	6,733	.0268	311	152.5	.034	.031	.023	.024	.020						
Rusk			16,081	.0131	2,331	.0093	145	71.1						4,892	.0080	304	118	68	73.5
St. Croix			25,455	.0207	3,631	.0145	143	70.1						8,601	.0142	338	195	144	35.4
Sauk			32,030	.0261	6,488	.0259	203	99.5						15,386	.0253	480	378	309	22.3
Sawyer			8,878	.0072	1,312	.0052	148	72.5						3,001	.0049	338	109	57	91.2
Shawano			33,516	.0273	4,247	.0169	127	62.3						9,276	.0153	277	280	154	81.8
Sheboygan			71,235	.0580	16,236	.0649	228	111.8						37,517	.0617	527	828	680	21.8
Sheboygan	38.2	39.2		.0320	11,875	.0474	303	148.5	.044	.034	.043	.087	.030						
Taylor			17,685	.0144	2,196	.0088	124	60.8						5,267	.0087	297	134	68	97.0
Trempealeau			23,910	.0195	3,612	.0144	151	74.0						8,071	.0133	338	176	112	57.1
Vernon			28,537	.0232	3,298	.0132	116	56.9						8,187	.0135	287</			

West North Central States

MINNESOTA

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL								ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES			
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	1934	1933	% change
	Zone	Muni- cipal							Food	Cloth- ing	Auto- motive	Gen- eral Mdse.	Drugs						
Aitkin.....			15,009	.0122	1,754	.0070	117	57.4						4,051	.0067	270	111	67	68.7
Anoka.....			18,415	.0149	1,974	.0078	107	52.5						4,875	.0080	285	114	107	6.5
Becker.....			22,503	.0183	2,841	.0113	126	61.8						7,220	.0119	321	165	117	41.0
Beltrami.....			20,707	.0168	3,355	.0134	162	79.4						7,760	.0128	375	260	165	57.6
Benton, *Sherburne and Stearns.....			86,886	.0708	14,720	.0587	169	82.8						3,789	.0062	434	836	664	25.9
Big Stone.....			9,838	.0080	1,892	.0075	192	94.1						4,891	.0080	467	87	77	13.0
Blue Earth.....			33,847	.0275	8,910	.0355	263	128.9						18,535	.0305	548	692	559	23.8
Mankato.....	16.8	14.0		.0114	7,104	.0283	506	248.0	.019	.026	.035	.028	.021						
Brown.....			23,428	.0190	4,981	.0198	213	104.4						11,425	.0188	488	319	231	38.1
Carlton.....			21,232	.0172	3,302	.0131	156	76.5						7,462	.0123	351	236	216	9.3
Carver.....			16,936	.0137	2,584	.0103	153	75.0						5,613	.0092	331	128	120	6.7
Cass.....			15,591	.0126	1,847	.0073	118	57.8						3,900	.0064	250	153	97	57.7
Chippewa.....			15,762	.0128	2,898	.0115	184	90.2						6,468	.0106	410	174	125	39.2
Chisago.....			13,189	.0107	1,827	.0073	139	68.1						3,864	.0064	293	111	71	56.3
Clay.....			23,120	.0188	5,066	.0202	219	107.4						11,400	.0188	493	456	285	60.0
Clearwater.....			9,546	.0077	996	.0039	104	51.0						2,231	.0037	234	61	34	79.4
Cook.....			2,435	.0019	465	.0018	191	93.6						418	.0007	172	44	25	76.0
Cottonwood.....			14,782	.0120	2,444	.0097	185	80.9						5,407	.0089	366	210	112	87.5
Crow Wing.....			25,627	.0208	5,154	.0205	201	98.5						12,300	.0202	480	270	204	32.4
Brainerd.....	10.2	10.2		.0063	3,653	.0145	357	175.0	.013	.008	.016	.015	.008						
Dakota.....			34,592	.0281	6,375	.0255	184	90.2						15,950	.0262	461	543	422	28.7
South St. Paul.....	10.0	10.0		.0081	3,887	.0155	388	190.2	.010		.036	.004	.006						
Dodge.....			12,127	.0098	1,577	.0063	130	63.7						4,328	.0071	357	97	44	120.4
Douglas.....			18,813	.0153	3,234	.0129	172	84.3						7,652	.0126	407	153	125	22.4
Fairbault.....			21,642	.0176	4,204	.0167	194	95.1						10,415	.0171	481	401	207	93.7
Fillmore.....			24,748	.0201	3,943	.0157	159	77.9						9,722	.0160	393	273	152	79.6
Freeborn.....			28,741	.0234	5,610	.0224	195	95.6						14,252	.0235	496	387	300	29.0
Albert Lea.....	10.1	10.1		.0082	4,326	.0172	425	208.3	.017	.014	.022	.015	.011						
Goodhue.....			31,317	.0255	6,776	.0270	216	105.9						12,983	.0214	453	358	349	2.5
Grant.....			9,558	.0077	1,463	.0058	153	75.0						4,375	.0072	458	43	29	48.3
Hennepin.....			517,785	.4217	175,452	.7007	339	166.2						393,297	.6472	760	10,418	9,569	8.9
Minneapolis.....	488.6	464.3		.3782	167,630	.6895	361	177.0	.563	.938	.571	.985	.642						
Houston.....			13,845	.0112	1,704	.0068	123	60.3						4,250	.0070	307	123	58	112.1
Hubbard.....			9,596	.0078	1,040	.0041	108	52.9						2,400	.0039	250	69	39	76.9
Isanti.....			12,081	.0098	1,608	.0064	133	65.2						3,232	.0053	268	130	149	12.8
Itasca.....			27,224	.0221	3,982	.0159	146	71.6						8,563	.0141	315	341	209	63.1
Jackson.....			15,863	.0129	2,651	.0105	167	81.9						5,558	.0091	350	212	150	41.3
Kanabec.....			8,558	.0069	978	.0039	114	55.9						2,088	.0034	244	67	61	9.8
Kandiyohi.....			23,574	.0192	4,169	.0166	177	86.8						10,451	.0172	443	257	238	8.0
Kittson.....			9,688	.0078	1,470	.0058	152	74.5						3,666	.0060	378	133	88	51.1
Koochiching.....			14,078	.0114	2,241	.0089	159	77.9						5,546	.0091	394	229	121	89.3
Lac Qui Parle.....			15,398	.0125	1,968	.0078	128	62.7						3,900	.0064	253	73	83	12.0
Lake.....			7,068	.0057	1,283	.0051	182	89.2						3,099	.0051	438	67	65	3.1
Lake of the Woods.....			4,194	.0034	589	.0022	136	66.7						1,112	.0018	265	40	18	122.2
La Sueur.....			17,990	.0146	2,270	.0090	126	61.8						5,839	.0096	325	222	177	25.4
Lincoln.....			11,303	.0092	1,179	.0047	104	51.0						3,155	.0052	279	73	45	62.2
Lyon.....			19,326	.0157	4,170	.0166	216	105.9						7,930	.0130	410	251	229	9.6

*Sherburne and Stearns combined with Benton.

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DOMINATES THE 9th U. S. RETAIL MARKET



MINNESOTA—(Continued)

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL								ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES			
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	1934	1933	% change
	Zone	Municipal							Food	Cloth- ing	Auto- motive	General Mdse.	Drugs						
McLeod			20,522	.0167	3,511	.0140	171	83.8						6,481	.0107	316	172	162	6.2
Mahnomen			6,153	.0050	674	.0026	110	53.9						1,248	.0021	203	81	61	32.8
Marshall			17,003	.0138	2,082	.0083	122	59.8						4,472	.0074	263	146	90	62.2
Martin			22,401	.0182	4,657	.0186	208	102.0						7,523	.0124	336	458	285	60.7
Meeker			17,914	.0145	2,907	.0116	162	79.4						4,330	.0071	242	168	166	.6
Millie Lacs			14,076	.0114	2,427	.0096	172	84.3						5,052	.0083	358	171	85	101.2
Morrison			25,442	.0207	3,330	.0133	131	64.2						6,234	.0103	245	158	132	19.7
Mower			28,065	.0228	6,620	.0264	236	115.7						12,736	.0210	454	669	460	45.4
Austin	12.8	12.2		.0099	5,012	.0200	408	200.0	.020	.014	.022	.021	.016	5,186	.0085	373	193	78	147.4
Murray			13,902	.0113	1,799	.0071	130	63.7						4,642	.0076	280	157	106	48.1
Nicollet			16,550	.0134	1,949	.0077	118	57.8						6,619	.0109	356	365	204	76.9
Nobles			18,618	.0151	3,918	.0156	210	102.9						3,640	.0060	259	194	100	94.0
Norman			14,061	.0114	1,854	.0074	132	64.7						19,409	.0319	548	627	476	31.7
Dimsted			35,426	.0288	8,604	.0343	243	119.1						14,212	.0234	279	382	280	36.4
Rochester	20.6	20.6		.0167	7,781	.0310	377	184.8	.027	.035	.037	.029	.035	4,490	.0074	428	279	156	78.8
Otter Tail			51,006	.0415	7,484	.0298	147	72.1						4,212	.0069	208	147	95	54.7
Pennington			10,487	.0085	2,394	.0095	228	111.8						5,101	.0084	417	189	137	37.9
Pine			20,284	.0165	2,273	.0090	112	54.9						11,765	.0194	327	514	331	55.3
Pipestone			12,238	.0099	2,664	.0106	218	106.9						2,940	.0048	225	54	63	-14.3
Polk			36,019	.0293	5,969	.0238	166	81.4						209,470	.3447	731	6,007	5,861	2.5
Pope			13,085	.0106	1,471	.0058	112	54.9	.333	.487	.330	.738	.343	1,707	.0028	248	82	51	60.8
Ramsey			296,721	.2335	104,146	.4159	363	177.9						8,680	.0143	421	285	168	69.6
St. Paul	293.9	271.6		.2212	102,323	.4086	377	184.8						7,749	.0128	328	311	219	42.0
Red Lake			6,887	.0056	835	.0033	121	59.3						9,450	.0155	315	383	308	24.4
Redwood			20,620	.0167	4,213	.0168	204	100.0						3,230	.0053	295	148	87	70.1
Renville			23,645	.0192	4,134	.0165	175	85.8						124,341	.2046	608	2,514	2,034	23.6
Rice			29,974	.0244	5,002	.0199	167	81.9											
Fairbault	13.0	12.7		.0103	3,101	.0123	243	119.1	.011	.015	.014	.014	.010						
Rock			10,962	.0089	1,715	.0068	156	76.5											
Roseau			12,621	.0102	1,665	.0066	132	64.7											
St. Louis			204,596	.1666	44,382	.1772	217	106.4											
Hibbing	15.6	15.6		.0127	3,994	.0159	255	125.0	.015	.015	.016	.015	.017						
Virginia	13.7	11.9		.0097	3,978	.0158	333	163.2	.014	.025	.018	.019	.009						
Duluth	101.4	101.4		.0826	26,266	.1128	279	136.8	.116	.160	.104	.112	.096						
Scott			14,116	.0114	2,071	.0082	147	72.1						3,929	.0065	278	160	114	40.4
Sherburne (See Benton)																			
Sibley			15,865	.0129	2,300	.0091	145	71.1						5,691	.0094	359	171	96	78.1
Stearns (See Benton)																			
St. Cloud	24.9	21.0		.0171	7,520	.0300	358	175.5	.025	.029	.037	.038	.020						
Steele			18,475	.0150	4,120	.0164	223	109.3						6,835	.0112	370	233	161	44.7
Stevens			10,185	.0082	1,567	.0062	154	75.5						2,718	.0045	267	95	74	28.4
Swift			14,735	.0120	2,297	.0091	156	76.5						4,083	.0067	277	98	80	22.5
Todd			26,170	.0213	3,010	.0120	115	56.4						6,820	.0102	261	167	116	43.9
Traverse			7,938	.0064	1,229	.0049	155	76.0						1,970	.0032	248	37	39	-5.1
Wabasha			17,613	.0143	2,706	.0108	154	75.5						5,811	.0096	330	211	134	57.5
Wadena			10,990	.0089	2,398	.0095	218	106.9						3,349	.0055	305	132	84	57.1
Waseca			14,412	.0117	2,522	.0100	175	85.8						5,478	.0090	380	237	169	40.2
Washington			24,753	.0201	3,844	.0153	155	76.0						5,987	.0099	242	268	268	
Watsonwan			12,802	.0104	2,802	.0111	219	107.4						4,913	.0081	384	186	121	53.7
Wilkin			9,791	.0079	1,042	.0041	106	52.0						2,580	.0042	263	76	68	11.8
Winona			35,144	.0286	8,245	.0329	235	115.2						15,575	.0246	443	688	484	42.1
Winona	20.8	20.8		.0169	7,198	.0287	345	169.1	.026	.029	.032	.032	.014						
Wright			27,119	.0220	3,248	.0129	120	58.8						7,996	.0132	295	298	196	52.0
Yellow Medicine			16,625	.0135	2,096	.0083	126	61.8						5,795	.0095	349	122	141	-13.5
STATE TOTAL			2,563,953	2.0883	585,102	2.3369	228	111.8	1.805	2.155	2.462	2.490	1.862	1,252,326	2.0607	488	37,573	30,829	21.9

I O W A

Adair			13,891	.0113	1,710	.0068	123	60.3						4,236	.0070	305	118	97	21.6
Adams			10,437	.0085	1,446	.0057	139	68.1						3,873	.0063	371	115	74	55.4
Allamakee			16,328	.0133	2,326	.0092	142	69.6						6,320	.0104	387	142	112	26.8
Appanoose			24,835	.0202	3,333	.0133	134	65.7						8,046	.0132	324	257	202	27.2
Audubon			12,264	.0101	1,581	.0063	129	63.2						3,880	.0064	316	140	67	109.0
Benton			22,851	.0186	3,376	.0134	148	72.5						7,801	.0128	341	286	190	50.5
Black Hawk			69,146	.0563	17,749	.0708	257	126.0						42,678	.0702	617	1,323	1,063	24.5
Waterloo	46.1	46.1		.0376	14,411	.0575	312	152.9	.047	.068	.065	.083	.046						
Boone			29,271	.0238	4,114	.0164	141	69.1						10,512	.0173	359	404	250	61.6
Boone	11.8	11.8		.0097	2,983	.0119	251	123.0	.015	.009	.013	.010	.009						
Bremer			17,046	.0139	3,061	.0122	180	88.2						5,934	.0097	348	295	178	65.7
Buchanan			19,550	.0159	2,537	.0101	130	63.7						5,662	.0093	290	226	158	43.0
Buena Vista			18,667	.0152	3,558	.0142	191	93.6						8,408	.0138	450	355	148	139.9
Butler			17,617	.0143	2,607	.0104	148	72.5						6,002	.0099	341	222	123	80.5
Calhoun			17,605	.0143	2,266	.0090	129	63.2						5,628	.0093	320	270	113	138.9
Carroll			22,326	.0182	4,600	.0183	206	100.9						10,423	.0172	467	451	269	67.7
Cass			19,422	.0158	4,035	.0161	208	102.0						8,600	.0142	442	299	183	63.4
Cedar			16,780	.0137	2,283	.0090	135	66.2						6,207	.0102	370	178	99	79.8
Cerro Gordo			36,476	.0313	11,419	.0456	297	145.6						21,691	.0357	584	923	762	21.1
Mason City	26.3	23.3		.0190	9,309	.0371	399	195.6	.030	.049	.037	.046	.033						
Cherokee			18,737	.0153	3,244	.0129	173	84.8						7,552	.0124	403	304	206	47.6
Chickasaw			14,637	.0120	2,022	.0080	138	67.6						4,943	.0081	338	136	103	32.0
Clarke			10,384	.0085	1,336	.0053	129	63.2						2,961	.0049	285	95	64	48.4
Clay			16,107	.0131	3,701	.0147	230	112.7						7,683	.0126	477	341	182	87.4
Clayton			24,559	.0200	3,236	.0129	132	64.7						8,157	.0134	332	269	189	42.3
Clinton			44,377	.0361	10,072	.0402	227	111.3						21,205	.0349	478	538	523	2.9
Clinton	25.7	25.7		.0210	7,897	.0315	307	150.5	.036	.033	.033	.031	.022						
Crawford			21,028	.0171	3,077	.0122	146	71.6						7,568	.0125	360	169	129	31.0

FIGURES PROVE that IOWA is a good place to get BUSINESS...

Iowa is one of the few states where Sales Management estimates current spendable income at more than a billion dollars a year. To get your full share of Iowa's income, remember that one advertising medium enables your selling message to reach all of Iowa, both urban and suburban. That medium is Radio Station WHO.

NOTE TO TYPOGRAPHY HOUNDS—

We originally laid out this page so that all display could be set in Condensed Gothic. Apparently some inspired compositor thought we hadn't shown enough diversification, but deadlines being what they are, it's too late to do anything but laugh about it—C. B. Co.

in this issue of Sales Management



● Trade Centers over 10,000

○ Trade Centers under 10,000

ADVERTISERS who understand the Iowa market KNOW that selling Iowa by radio is a job for power — one station, and only one, has power to do the job.

Iowa is a big market because it is a big collection of smaller markets. Des Moines, home of WHO, is Iowa's largest city, yet it has less than 6% of the state's population (1930 census). Instead of coming through one or two metropolitan centers, Iowa dollars flow to the advertiser through scores of trading centers, spread over the state.

Some of these smaller markets have radio outlets; others have none. Even by using evening time on all of Iowa's smaller stations, you would not cover the state. How much simpler to use, at much lower cost, the one station that reaches ALL these markets—WHO.

WHO has both the power to reach listeners and the programs to hold them. Side by side with network shows, WHO carries a heavy schedule of local commercials, whose continuation, year after year, proves that WHO does a real selling job at remarkably low cost.

Not only in radio, but in comparison with all advertising media, WHO has earned its right to front-rank position as one of America's most powerful business producers, in terms of profit per dollar.

CENTRAL BROADCASTING CO.

DES MOINES, IOWA

J. O. Maland, Mgr.

Phone: 3-7147

★ WHO—Des Moines—50,000 watts

■ All other Iowa commercial stations—Evening power—1,000 watts or less

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

APRIL 10, 1935

[475]



I O W A—(Continued)

COUNTIES Cities over 10,000	POPULATION			RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (In thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change
	Zone	Municipal							Food	Cloth- ing	Auto- motive	General Mdse.	Drugs						
Dallas.....			25,493	.0206	4,223	.0168	166	81.4						7,472	.0123	293	409	370	10.5
Davis.....			11,150	.0091	1,426	.0057	128	62.7						3,461	.0057	310	147	116	26.7
Decatur.....			14,903	.0121	1,605	.0064	108	52.9						4,505	.0074	302	161	89	79.8
Delaware.....			18,122	.0148	2,204	.0088	122	59.8						5,938	.0098	328	203	146	39.0
Des Moines.....			38,162	.0311	7,601	.0303	199	97.5						18,461	.0304	484	643	440	46.1
Burlington.....	28.0	26.7		.0218	7,046	.0281	263	128.9	.031	.032	.031	.034	.017						
Dickinson.....			10,982	.0089	1,929	.0077	176	86.3						5,078	.0084	462	232	132	75.8
Dubuque.....			61,214	.0499	14,269	.0569	233	114.2						34,505	.0567	564	652	607	7.4
Dubuque.....	43.0	41.6		.0339	12,216	.0487	293	143.6	.048	.038	.048	.060	.030						
Emmet.....			12,856	.0105	2,587	.0103	201	98.5						5,970	.0098	464	223	155	43.9
Fayette.....			29,145	.0237	5,163	.0206	177	86.8						10,932	.0180	375	340	240	41.7
Floyd.....			19,524	.0159	3,016	.0120	154	75.5						6,155	.0101	315	255	204	25.0
Franklin.....			16,362	.0133	1,943	.0077	119	58.3						3,980	.0065	243	285	123	131.7
Fremont.....			15,533	.0127	1,965	.0078	127	62.3						4,287	.0071	276	258	139	85.6
Greene.....			16,528	.0135	2,196	.0087	133	65.2						6,048	.0100	366	332	176	88.6
Grundy.....			14,133	.0115	1,968	.0078	139	68.1						5,910	.0097	418	225	126	78.6
Guthrie.....			17,324	.0141	2,283	.0091	132	64.7						5,407	.0089	312	215	146	47.3
Hamilton.....			20,978	.0171	3,165	.0126	151	74.0						8,016	.0132	382	322	157	105.1
Hancock.....			14,802	.0121	1,946	.0077	131	64.2						4,786	.0079	323	280	117	139.3
Hardin.....			22,947	.0187	3,624	.0152	167	81.9						7,269	.0120	317	453	287	57.8
Harrison.....			24,897	.0203	3,162	.0126	127	62.3						7,556	.0124	303	253	152	66.4
Henry.....			17,660	.0144	2,197	.0087	124	60.8						4,706	.0077	266	234	131	78.6
Howard.....			13,082	.0107	2,320	.0092	177	86.8						4,052	.0067	310	166	113	47.0
Humboldt.....			13,202	.0108	1,600	.0063	121	59.3						5,303	.0088	402	283	147	92.5
Ida.....			11,933	.0097	2,171	.0086	182	89.2						5,234	.0086	439	151	97	55.7
Iowa.....			17,332	.0141	2,657	.0106	153	75.0						6,531	.0107	377	199	153	30.1
Jackson.....			10,481	.0151	2,990	.0119	162	79.4						6,955	.0114	376	206	133	54.9
Jasper.....			32,936	.0268	4,659	.0186	141	69.1						14,286	.0235	434	449	327	37.3
Newton.....	11.5	11.5		.0094	2,959	.0118	256	125.5	.008	.008	.015	.017	.015						
Jefferson.....			16,241	.0132	2,445	.0097	151	74.0						4,093	.0067	252	210	83	153.0
Johnson.....			30,276	.0247	7,615	.0304	252	123.5						16,044	.0264	530	602	499	20.6
Iowa City.....	15.3	15.3		.0125	6,758	.0270	441	216.2	.022	.037	.025	.031	.020						
Jones.....			19,206	.0156	2,663	.0106	139	68.1						5,530	.0091	288	191	152	25.7
Keokuk.....			19,148	.0156	1,931	.0077	101	49.5						4,350	.0072	227	246	124	98.4
Kossuth.....			25,452	.0207	3,840	.0153	151	74.0						10,796	.0178	425	367	201	82.6
Lee.....			41,268	.0336	9,157	.0365	222	108.8						18,081	.0298	438	553	448	23.4
Fort Madison.....	13.7	13.7		.0112	2,943	.0117	214	104.9	.011	.009	.015	.011	.013						
Keokuk.....	15.1	15.1		.0123	5,521	.0220	365	178.9	.020	.018	.016	.018	.020						
Linn.....			82,336	.0671	22,847	.0912	278	136.3						57,339	.0944	696	1,734	1,533	13.1
Cedar Rapids.....	56.0	56.0		.0457	19,918	.0795	355	174.0	.057	.085	.105	.111	.086						
Louisa.....			11,575	.0094	1,158	.0046	100	49.0						3,041	.0050	263	139	85	63.5
Lucas.....			15,114	.0123	2,724	.0108	180	88.2						4,161	.0069	275	259	193	34.2
Lyon.....			15,293	.0125	2,094	.0083	137	67.2						4,920	.0081	322	201	79	154.4
Madison.....			14,331	.0117	1,822	.0072	127	62.3						4,873	.0080	340	167	103	62.1
Mahaska.....			25,804	.0210	5,093	.0203	197	96.6						10,855	.0179	421	246	227	8.4
Oskaloosa.....	10.1	10.1		.0082	4,142	.0165	409	200.5	.010	.013	.019	.032	.013						
Marion.....			25,727	.0210	3,183	.0127	124	60.8						5,914	.0097	230	225	189	19.0
Marshall.....			33,727	.0275	6,789	.0271	201	98.5						16,274	.0268	483	648	464	39.7
Marshalltown.....	17.8	17.3		.0142	5,647	.0225	325	159.3	.016	.016	.029	.026	.015						
Mills.....			15,866	.0129	1,758	.0070	111	54.4						3,750	.0062	236	202	126	60.3
Mitchell.....			14,065	.0115	2,565	.0102	182	89.2						5,172	.0085	368	215	131	64.1
Monona.....			10,213	.0148	2,285	.0091	125	61.3						6,123	.0101	336	240	152	57.9
Monroe.....			15,010	.0122	1,749	.0069	117	57.4						3,250	.0053	217	85	53	60.4

*In Spendable Money
Income Per Capita*

CEDAR RAPIDS IS 40% ABOVE* THE NATIONAL AVERAGE!

*National Average \$500
Cedar Rapids Income \$696

In Per Capita Retail Sales Cedar Rapids ranks sixth among all middle west cities—exceeded only by Kansas City, St. Paul, Des Moines, Minneapolis and Cincinnati!

So Again We Say . . . Make sure that Cedar Rapids is on your next list.

“Blankets Iowa’s Richest Market”

CEDAR RAPIDS GAZETTE

Represented Nationally by ALLEN-KLAPP-FRAZIER CO.
New York Chicago Detroit St. Louis

NOW! 16 Pages of Tabloid Colored Comics Every Sunday.
National Advertisers, avail yourselves of this splendid advertising medium!

I O W A—(Continued)

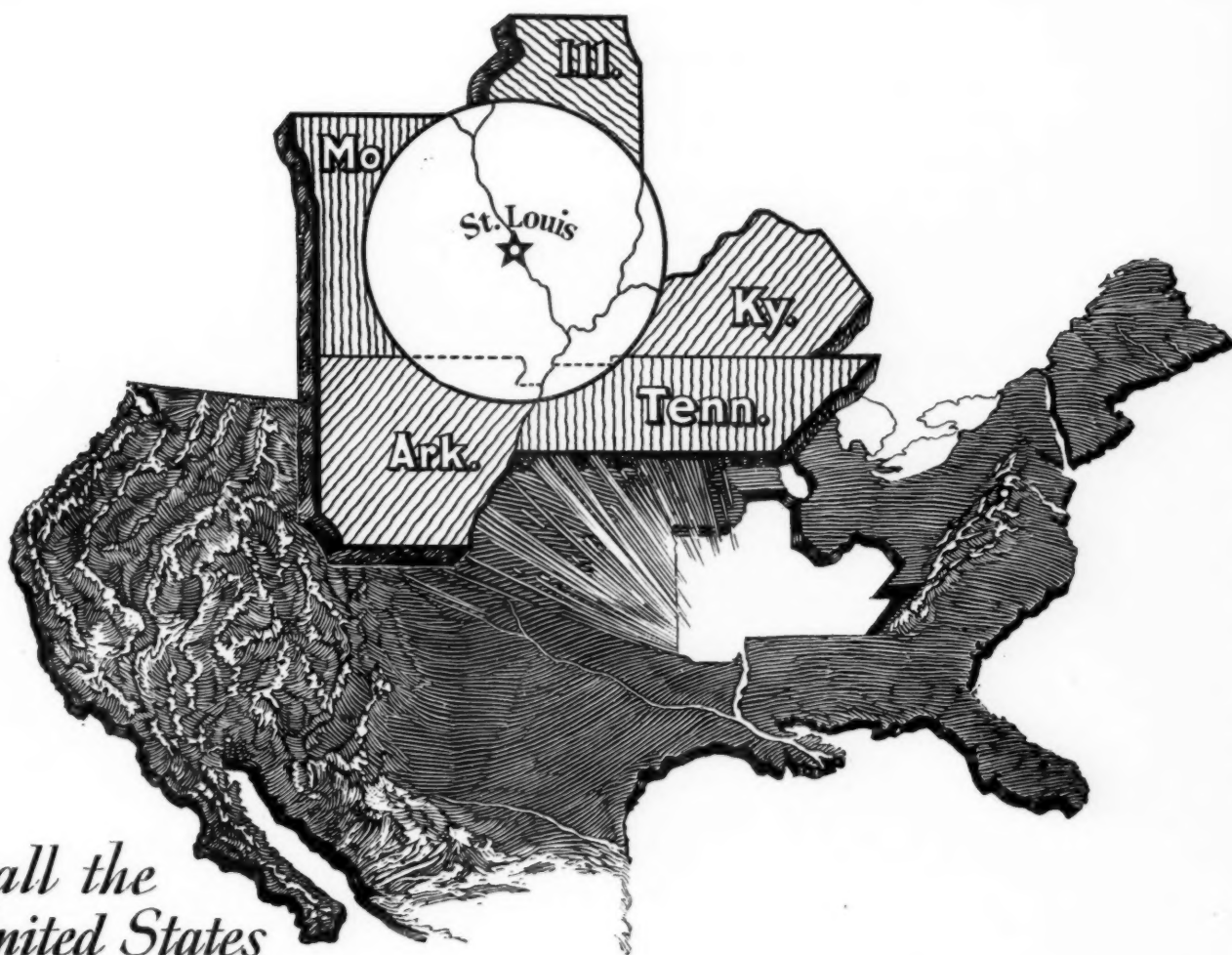
COUNTIES Cities over 10,000	POPULATION			RETAIL SALES—1933 OFFICIAL							ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES					
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change
	Zone	Municipal							Food	Clothing	Auto-motive	General Mdse.	Drugs						
Montgomery			16,752	.0136	3,697	.0147	221	108.3						5,492	.0090	328	306	174	75.9
Muscatine			29,385	.0239	6,916	.0276	235	115.2						13,452	.0221	458	430	357	20.4
Muscatine	16.7	16.7		.0137	5,613	.0224	335	164.2	.022	.020	.024	.025	.014						
O'Brien			18,409	.0150	3,673	.0146	200	98.0						8,065	.0133	438	271	146	85.6
Osceola			10,182	.0083	1,539	.0061	151	74.0						3,461	.0057	340	205	105	95.2
Page			25,904	.0211	6,127	.0244	237	116.1						13,457	.0221	519	414	281	47.3
Palo Alto			15,398	.0125	2,672	.0106	174	85.3						6,320	.0104	410	293	127	130.7
Plymouth			24,159	.0197	3,638	.0145	151	74.0						9,761	.0161	404	300	106	183.0
Pocahontas			15,687	.0128	2,005	.0080	128	62.7						6,101	.0100	389	336	164	104.9
Polk			172,837	.1408	57,595	.2300	333	163.2						148,223	.2439	858	4,247	3,722	14.1
Des Moines	167.0	142.5		.1161	55,023	.2197	386	189.2	.155	.253	.255	.282	.054						
Pottawattamie			69,688	.0569	13,969	.0557	200	98.0						34,558	.0569	494	949	725	30.9
Council Bluffs	42.0	42.0		.0342	11,078	.0442	263	128.9	.049	.032	.052	.039	.054						
Poweshiek			18,727	.0153	3,127	.0124	167	81.9						5,851	.0096	312	219	168	30.4
Ringgold			11,966	.0097	1,188	.0047	99	48.5						3,544	.0058	296	102	76	34.2
Sac			17,641	.0144	2,517	.0100	143	70.1						6,947	.0114	394	263	128	105.5
Scott			77,332	.0630	18,976	.0757	245	120.1						58,138	.0957	752	1,371	1,080	26.9
Davenport	148.3	60.7		.0495	17,843	.0712	294	144.1	.063	.099	.057	.103	.057						
Shelby			17,131	.0140	2,417	.0096	141	69.1						6,848	.0113	400	206	122	68.9
Sioux			26,806	.0218	3,646	.0145	136	66.7						10,135	.0167	378	261	114	128.9
Story			31,141	.0254	6,544	.0261	210	102.9						15,678	.0258	503	665	402	65.4
Ames	10.2	10.2		.0084	3,803	.0151	371	181.9	.014	.010	.021	.014	.014						
Tama			21,987	.0179	3,162	.0126	144	70.6						7,526	.0124	342	355	246	44.3
Taylor			14,859	.0121	1,673	.0066	113	55.4						4,607	.0076	310	168	85	97.6
Union			17,435	.0142	3,008	.0120	173	84.8						6,970	.0115	400	232	166	39.8
Van Buren			12,803	.0103	1,322	.0052	105	51.5						3,996	.0066	317	90	48	87.5
Wapello			40,480	.0330	8,426	.0336	208	101.9						21,052	.0346	520	701	482	45.4
Ottumwa	28.0	28.0		.0229	7,499	.0299	267	130.9	.031	.043	.029	.033	.030						
Warren			17,700	.0144	2,208	.0088	125	61.3						5,980	.0098	338	257	221	16.3
Washington			19,822	.0161	3,443	.0137	174	85.3						5,880	.0097	297	213	135	57.8
Wayne			13,787	.0112	1,757	.0070	127	62.3						4,864	.0080	353	160	85	88.2
Webster			40,425	.0329	9,153	.0365	226	110.8						22,153	.0365	548	735	500	47.0
Fort Dodge	21.8	21.8		.0178	7,365	.0294	336	164.7	.025	.030	.036	.042	.018						
Winnebago			13,143	.0107	2,293	.0091	162	79.4						4,676	.0077	356	224	132	69.7
Winnesiek			21,630	.0176	2,930	.0117	135	66.2						7,558	.0124	349	165	137	20.4
Woodbury			101,669	.0828	29,402	.1174	289	141.7	.093	.107	.119	.157	.076						
Sioux City	83.1	79.1		.0645	26,704	.1066	337	165.2						69,749	.1147	685	2,078	1,453	43.0
Worth			11,164	.0091	1,430	.0057	128	62.7						4,302	.0071	385	121	66	83.3
Wright			20,216	.0165	3,486	.0139	172	84.3						7,872	.0130	389	320	184	73.9
STATE TOTAL			2,470,939	2.0126	479,695	1.9159	194	95.1	1.527	1.532	2.360	1.609	1.829	1,146,555	1.8867	464	38,619	27,286	41.5

MISSOURI

Adair			19,436	.0158	3,930	.0157	202	99.0						8,494	.0140	437	271	182	48.9
Andrew			13,469	.0110	1,266	.0050	94	46.1						1,375	.0023	102	121	71	70.4
Atchison			13,421	.0109	1,614	.0064	120	58.8						4,165	.0069	310	198	105	88.6
Audrain			22,077	.0180	3,388	.0135	153	75.0						7,705	.0127	349	243	216	12.5
Barry			22,803	.0186	2,633	.0105	115	56.4						5,610	.0092	246	166	145	14.5
Barton			14,560	.0119	1,458	.0058	100	49.0						3,140	.0052	216	109	81	34.6
Bates			22,068	.0180	2,459	.0098	111	54.4						4,392	.0072	199	199	135	47.4
Benton			11,708	.0095	892	.0035	76	37.3						1,942	.0032	166	53	37	43.2
Bollinger			12,269	.0100	521	.0020	42	20.6						1,512	.0025	134	35	29	20.7
Boone			30,995	.0252	6,619	.0264	214	104.9						15,051	.0248	486	537	403	33.3
Columbia	14.9	14.9		.0122	5,323	.0212	356	174.5	.019	.020	.024	.021	.031						
Buchanan			98,633	.0803	23,669	.0945	240	117.6						52,554	.0865	533	1,715	1,274	34.6
St. Joseph	88.9	80.9		.0066	21,971	.0877	271	132.8	.078	.093	.106	.066	.187						
Butler			23,697	.0193	3,622	.0144	153	75.0						7,091	.0117	299	268	191	40.3
Caldwell			12,509	.0102	1,682	.0067	134	65.7						3,840	.0063	306	171	105	62.9
Callaway			19,923	.0162	2,574	.0102	129	63.2						5,820	.0096	292	178	183	2.7
Camden			9,142	.0074	457	.0018	50	24.5						961	.0016	105	31	40	22.5
Cape Girardeau			33,203	.0270	7,035	.0280	212	103.9						14,350	.0236	432	512	409	25.2
Cape Girardeau	16.2	16.2		.0132	5,670	.0226	349	171.1	.018	.022	.034	.023	.024						
Carroll			19,940	.0162	3,025	.0120	152	74.5						8,734	.0144	438	221	233	5.2
Carter			5,503	.0045	348	.0013	63	30.9						519	.0009	94	29	19	52.6
Cass			20,962	.0171	2,612	.0104	125	61.3						4,942	.0061	236	227	152	49.3
Cedar			11,136	.0091	1,439	.0057	129	63.2						2,657	.0047	257	102	71	43.7
Chariton			19,588	.0159	2,218	.0088	113	55.4						4,009	.0066	205	168	131	28.2
Christian			13,169	.0107	1,093	.0043	83	40.7						2,184	.0036	188	51	40	27.5
Clark			10,254	.0084	862	.0034	84	41.2						1,671	.0027	163	103	73	41.1
Clay			26,811	.0218	6,160	.0246	230	112.7						11,667	.0192	435	574	445	30.0
Clinton			13,505	.0110	2,016	.0080	149	73.0						3,981	.0066	296	221	142	55.6
Cole			30,848	.0251	6,937	.0277	225	110.3						13,925	.0229	451	645	660	2.3
Jefferson City	21.5	21.5		.0176	6,441	.0257	298	146.1	.017	.037	.032	.021	.039						
Cooper			19,522	.0159	2,787	.0111	143	70.1						5,237	.0086	268	156	191	18.3
Crawford			11,287	.0092	1,423	.0049	110	53.9						1,356	.0022	120	74	50	48.0
Dade			11,764	.0096	901	.0036	77	37.7						2,046	.0034	174	69	34	102.9
Dallas			10,541	.0086	775	.0031	74	36.3						2,433	.0040	231	55	30	83.3
Davies			14,424	.0117	1,319	.0052	91	44.6						2,885	.0044	186	107	73	46.6
De Kalb			10,270	.0084	1,039	.0041	101	49.5						2,229	.0037	217	73	70	4.3

MISSOURI—(Continued)

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change	
	Zone	Municipal							Food	Cloth- ing	Auto- motive	General Mdse.	Drugs							
Greene			82,929	.0675	20,133	.0804	243	119.1						39,202	.0646	473	1,183	1,064	11.2	
Springfield	57.5	57.5		.0468	18,504	.0739	322	157.8	.062	.087	.089	.068	.095							
Grundy			16,135	.0131	2,319	.0092	144	70.6						4,001	.0066	248	212	168	26.2	
Harrison			17,233	.0140	2,087	.0083	121	59.3						3,553	.0058	206	154	116	32.8	
Henry			22,931	.0187	2,856	.0114	266	130.4						10,700	.0176	467	387	251	54.2	
Hickory			6,430	.0052	511	.0020	79	38.7						1,014	.0017	158	12	12		
Holt			12,720	.0104	1,247	.0049	98	48.0						2,633	.0043	207	137	74	85.1	
Howard			13,490	.0110	1,598	.0063	118	57.8						2,941	.0048	218	122	118	3.3	
Howell			19,672	.0160	2,465	.0098	125	61.3						5,180	.0085	263	152	102	49.0	
Iron			9,642	.0078	994	.0039	103	50.5						1,639	.0027	170	116	66	75.8	
Jackson			470,454	.3832	172,612	.6894	367	179.9						372,936	.6137	793	11,975	10,032	19.3	
Independence	15.2	15.2		.0124	4,260	.0170	278	136.3	.021	.004	.017	.018	.027							
Kansas City	602.0	399.7		.3256	163,680	.6537	409	200.5	.464	.889	.590	1.009	1.415							
Jasper and Newton			100,769	.0820	19,949	.0796	198	97.1						48,470	.0797	481	1,424	1,112	28.1	
Joplin	33.4	33.4		.0272	11,656	.0485	348	170.6	.029	.044	.068	.060	.058							
Jefferson			27,563	.0224	3,840	.0153	139	68.0						7,978	.0131	289	376	292	28.8	
Johnson			22,413	.0182	3,521	.0140	157	77.0						6,461	.0106	288	279	185	50.8	
Knox			9,658	.0079	887	.0035	92	45.1						2,020	.0033	209	56	49	14.3	
Laclede			16,320	.0133	1,907	.0076	117	57.4						3,850	.0063	236	138	93	48.4	
Lafayette			29,259	.0238	4,468	.0178	153	75.0						9,160	.0151	313	345	260	32.7	
Lawrence			23,774	.0194	2,541	.0101	107	52.5						3,841	.0063	162	221	188	17.5	
Lewis			12,093	.0096	1,599	.0063	132	64.7						2,419	.0040	200	107	59	81.4	
Lincoln			13,929	.0113	1,663	.0066	119	58.3						2,898	.0048	208	208	149	39.6	
Linn			23,339	.0190	3,951	.0157	169	82.8						5,341	.0088	229	315	255	23.5	
Livingston			18,615	.0152	2,812	.0112	151	74.0						4,304	.0071	231	242	200	21.0	
McDonald			13,936	.0113	1,616	.0064	116	56.9						2,184	.0036	157	75	70	7.1	
Macon			23,070	.0188	2,896	.0115	126	61.8						4,802	.0079	208	223	186	19.9	
Madison			9,418	.0077	898	.0035	95	46.6						1,627	.0026	173	93	87	6.9	
Marion			8,368	.0068	468	.0018	56	27.5						1,155	.0019	138	24	20	20.0	
Marion			33,493	.0273	6,305	.0251	188	92.2						15,086	.0248	450	498	348	43.1	
Hannibal	22.7	22.7		.0185	4,964	.0198	218	106.9	.024	.016	.020	.019	.017							
Mercer			9,350	.0076	695	.0027	74	36.3						1,114	.0018	119	38	41	—7.3	
Miller			16,728	.0136	1,747	.0069	104	51.0						2,443	.0040	146	112	100	12.0	
Mississippi			15,762	.0128	1,842	.0073	117	57.4						2,883	.0047	183	222	87	155.2	
Moniteau			12,173	.0099	1,354	.0054	111	54.4						2,649	.0044	218	77	74	4.1	
Monroe			13,466	.0109	2,173	.0086	161	78.9						3,611	.0059	268	111	94	18.1	
Montgomery			13,011	.0106	1,680	.0067	129	63.2						2,574	.0042	198	77	63	22.2	
Morgan			10,968	.0089	1,136	.0045	104	51.0						1,549	.0025	141	58	51	13.7	
New Madrid			30,262	.0246	2,227	.0088	73	35.8						3,586	.0059	118	281	146	92.4	
Newton (See Jasper)																				
Nodaway			26,371	.0215	3,838	.0153	146	71.6						6,343	.0104	240	303	198	53.0	
Oregon			12,220	.0100	964	.0038	79	38.7						2,336	.0038	191	79	51	54.9	
Oaage			12,462	.0102	908	.0036	73	35.8						1,892	.0031	152	57	40	42.5	
Ozark			9,537	.0078	526	.0021	55	27.0						876	.0014	92	33	16	106.3	
Pemiscot			37,284	.0304	3,994	.0159	107	52.5						5,625	.0093	151	469	242	93.8	
Perry			13,707	.0112	1,538	.0061	112	54.9						2,466	.0041	180	78	87	—10.3	
Pettis			34,664	.0282	6,794	.0271	196	96.1						15,646	.0257	451	591	464	27.4	
Sedalia	20.8	20.8		.0169	5,603	.0223	289	131.9	.020	.015	.030	.024	.027							
Phelps			15,308	.0125	2,326	.0092	152	74.5						4,870	.0080	318	207	132	56.8	
Pike			18,001	.0147	2,430	.0097	135	66.2						4,022	.0066	223	251	171	46.8	
Platte			13,819	.0113	1,352	.0054	98	48.0						2,006	.0033	145	182	154	18.2	
Polk			17,803	.0145	1,775	.0070	100	49.0						2,971	.0049	167	165	105	57.1	
Pulaski			10,755	.0087	1,575	.0062	146	71.6						1,879	.0031	175	63	64	—1.6	
Putnam			11,503	.0094	795	.0031	69	33.8						1,484	.0024	129	93	51	82.4	
Rails			10,704	.0087	870	.0034	81	39.7						2,102	.0035	196	53	31	71.0	
Randolph			26,431	.0215	4,763	.0190	180	88.2						12,650	.0208	476	256	276	—7.8	
Moberly	13.7	13.7		.0112	3,628	.0144	263	128.9	.012	.015	.012	.019	.013							
Ray			19,846	.0162	2,438	.0097	123	60.3						4,195	.0069	211	202	198	2.0	
Reynolds			8,923	.0073	409	.0016	46	22.5						950	.0016	106	26	22	16.0	
Ripley			11,176	.0091	836	.0033	75	36.8						1,126	.0019	101	59	34	73.5	
St. Charles			24,354	.0198	4,371	.0174	179	87.7						11,175	.0184	459	282	237	19.0	
St. Charles	10.4	10.4		.0085	2,863	.0114	273	133.8	.012	.014	.010	.006	.007							
St. Clair			13,289	.0108	1,160	.0046	87	42.6						2,028	.0033	153	76	54	40.7	
St. Francois			35,832	.0292	4,141	.0165	116	56.9						8,001	.0132	223	335	194	72.6	
St. Louis			833,553	.6789	288,523	1.1523	346	169.6						541,809	.8915	650	20,515	18,051	13.7	
Maplewood		12.6		.0103	4,332	.0173	342	167.6	.025	.013	.024	.009	.023							
Webster Groves		16.4		.0134	4,509	.0180	273	133.8	.029	.002	.022	.005	.039							
St. Louis																				



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United States*

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J. R. Scolaro,
Guy S. Osborn, Scolaro & Meeker, Inc.,
8-241 General Motors Building.

SAN FRANCISCO
R. J. Bidwell Company,
742 Market Street

LOS ANGELES
R. J. Bidwell Company,
Chamber of Commerce Building.

PORTLAND
R. J. Bidwell Company,
3225 N. E. 43d Street.

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R. J. Bidwell Company,
Lloyd Building.

NORTH DAKOTA

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL								ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES			
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change
	Zone	Municipal							Food	Clothing	Automotive	General Mdse.	Drugs						
Adams.....			6,343	.0052	933	.0037	147	72.1						2,317	.0038	365	63	48	31.3
Barnes.....			18,804	.0153	3,588	.0143	191	93.6						7,241	.0119	385	210	179	17.3
Benson.....			13,327	.0108	1,242	.0049	93	45.6						3,673	.0060	276	62	52	19.2
Billings.....			3,140	.0026	47	.0001	15	7.4						283	.0005	90	5	6	16.7
Bottineau.....			14,853	.0121	1,516	.0060	102	50.0						3,560	.0059	240	65	51	27.5
Bowman.....			5,119	.0042	894	.0035	175	85.8						1,452	.0024	179	48	26	84.6
Burke.....			9,998	.0081	992	.0039	89	48.5						2,049	.0034	205	57	43	32.6
Burlingame.....			19,769	.0161	6,443	.0257	326	159.8						11,645	.0192	589	554	363	52.6
Bismarck.....	11.0	11.0		.0090	6,012	.0240	542	265.7	.015	.023	.034	.029	.017						
Cass.....			48,735	.0397	15,578	.0622	320	156.9						27,199	.0448	558	1,416	985	46.7
Fargo.....	36.6	28.6		.0233	13,347	.0533	466	228.4	.035	.062	.071	.074	.039						
Cavalier.....			14,554	.0118	1,138	.0045	78	38.2						2,429	.0040	167	97	43	125.6
Dickey.....			10,877	.0089	1,559	.0062	143	70.1						3,206	.0053	295	96	62	54.8
Divide.....			9,836	.0078	1,154	.0046	120	58.8						2,204	.0036	227	67	67	0.0
Dunn.....			9,566	.0077	656	.0026	69	33.8						1,745	.0029	182	40	35	14.3
Eddy.....			6,346	.0052	1,025	.0040	162	79.4						2,331	.0036	367	54	35	54.3
Emmons.....			12,467	.0102	1,040	.0041	83	40.7						2,830	.0047	227	55	42	31.0
Foster.....			6,353	.0052	1,287	.0051	203	99.5						2,371	.0039	373	42	46	-8.7
Golden Valley.....			4,122	.0034	636	.0025	154	75.5						1,484	.0024	360	55	63	-12.7
Grand Forks.....			31,956	.0260	7,849	.0313	246	120.6						17,628	.0290	552	659	380	73.4
Grand Forks.....	20.0	17.1		.0139	6,708	.0267	392	192.2	.021	.050	.020	.032	.020						
Grant.....			10,134	.0083	558	.0022	55	27.0						1,089	.0018	105	51	40	27.5
Griggs.....			6,889	.0056	884	.0034	125	61.3						2,721	.0045	295	27	22	22.7
Hettinger.....			8,796	.0072	1,189	.0047	135	66.2						2,759	.0045	314	98	68	44.1
Kidder.....			8,031	.0065	681	.0027	85	41.7						1,732	.0029	216	43	28	53.6
La Moure.....			11,517	.0094	1,708	.0068	148	72.5						4,400	.0072	382	69	62	11.3
Logan.....			8,089	.0066	586	.0023	72	35.3						1,082	.0017	131	43	23	87.0
McHenry.....			15,439	.0126	1,636	.0065	106	52.0						4,080	.0067	264	106	78	35.9
McIntosh.....			9,621	.0078	713	.0028	74	36.3						1,282	.0021	133	73	44	65.9
McKenzie.....			9,709	.0079	577	.0023	59	28.9						1,242	.0020	128	53	37	43.2
McLean.....			17,991	.0147	1,818	.0072	101	49.5						4,140	.0068	230	110	92	19.6
Mercer.....			9,516	.0078	800	.0032	84	41.2						2,049	.0034	215	52	41	26.8
Morton.....			19,647	.0160	3,715	.0148	189	92.6						8,170	.0134	416	234	166	41.0
Mountrail.....			13,544	.0110	1,468	.0058	108	52.9						3,460	.0057	255	86	75	14.7
Nelson.....			10,203	.0083	1,388	.0055	138	66.7						4,022	.0066	394	77	48	60.4
Oliver.....			4,262	.0035	204	.0008	48	23.5						443	.0007	104	14	5	180.0
Pembina.....			14,757	.0120	1,739	.0069	118	57.8						4,941	.0081	335	185	129	43.4
Pierce.....			9,074	.0074	1,138	.0045	125	61.3						2,840	.0047	313	52	59	-11.9
Ramsey.....			16,252	.0132	3,801	.0151	234	114.7						7,159	.0118	441	277	188	47.3
Ransom.....			10,983	.0089	1,544	.0061	141	69.1						3,651	.0060	332	75	65	15.4
Renville.....			7,263	.0059	741	.0029	102	50.0						1,525	.0025	210	39	30	30.0
Richland.....			21,008	.0171	3,423	.0136	163	79.9						7,764	.0128	370	168	107	57.0
Rolette.....			10,760	.0088	911	.0036	85	41.7						2,160	.0036	201	84	23	265.2
Sargent.....			9,298	.0076	921	.0036	99	48.5						2,687	.0044	289	54	31	74.2
Sheridan.....			7,373	.0060	733	.0029	99	48.5						2,249	.0037	305	39	17	129.4
Sioux.....			4,678	.0038	313	.0012	67	32.8						644	.0011	138	46	20	130.0
Slope.....			4,150	.0034	143	.0005	34	16.7						358	.0008	86	18	8	125.0
Stark.....			15,340	.0125	2,970	.0118	194	95.1						7,302	.0120	476	242	172	40.7
Steele.....			6,972	.0057	615	.0024	88	43.1						3,276	.0054	470	30	25	20.0
Stutsman.....			26,100	.0213	4,200	.0167	161	78.9						10,298	.0169	395	275	243	13.2
Towner.....			8,393	.0068	926	.0037	110	53.9						3,914	.0064	466	61	39	56.4
Trail.....			12,400	.0103	2,256	.0090	179	87.7						4,795	.0079	381	192	101	90.1
Walsh.....			20,047	.0163	2,920	.0116	146	71.6						7,035	.0116	351	228	151	51.0
Ward.....			33,597	.0274	8,146	.0325	242	118.6						18,546	.0305	552	527	307	71.7
Minot.....	16.0	16.0		.0131	6,544	.0261	407	199.5	.021	.028	.038	.032	.028						
Wells.....			13,285	.0108	1,601	.0063	121	59.3						3,180	.0052	239	93	61	52.5
Williams.....			19,553	.0159	3,534	.0141	181	88.7						5,480	.0090	280	227	152	49.3
STATE TOTAL.....			680,845	.5545	108,087	.4317	159	77.9	.282	.253	.541	.334	.342	238,080	.3918	350	7,693	5,263	46.2

SOUTH DAKOTA

Armstrong.....			80	.0001															
Aurora.....			7,139	.0058	723	.0028	101	49.5						2,043	.0034	286	44	32	37.5
Beadle.....			22,917	.0187	4,354	.0173	190	93.1						8,135	.0134	355	221	152	45.4
B Huron.....	11.1	10.9		.0089	3,693	.0147	337	165.2	.013	.018	.014	.018	.013						
Bennett.....			4,590	.0037	386	.0015	84	41.2						716	.0012	156	37	16	131.3
Bon Homme.....			11,737	.0096	1,235	.0049	105	51.5						2,196	.0036	187	39	34	14.7
Brookings.....			16,847	.0137	2,604	.0104	155	76.0						4,731	.0078	281	152	96	58.3
Brown.....			31,458	.0256	7,405	.0295	235	115.2						16,158	.0266	514	393	326	20.6
Aberdeen.....	16.4	16.4		.0134	6,211	.0248	377	184.6	.022	.033	.028	.031	.022						
Brule.....			7,416	.0060	1,077	.0043	145	71.1						2,089	.0034	282	52	51	2.0
Buffalo.....			1,931	.0016	71	.0002	37	18.1						187	.0003	97	10	13	-23.1
Butte.....			8,589	.0070	1,881	.0075	219	107.4						4,375	.0072	509	180	132	36.4
Campbell.....			5,629	.0046	343	.0013	61	29.9						646	.0011	115	22	13	69.2
Charles Mix.....			16,703	.0138	1,401	.0056	84	41.2						3,474	.0057	208	72	48	50.0
Clark.....			11,022	.0090	977	.0039	89	43.6						2,924	.0048	265	52	27	92.6
Clay.....			10,088	.0082	1,241	.0049	123	60.3						3,438	.0057	341	109	50	118.0
Codington.....			17,457	.0142	4,675	.0186	267	130.9						8,737	.0144	500	246	165	49.1
Watertown.....	10.2	10.2		.0083	4,346	.0173	425	208.3	.012	.011	.027	.026	.010						
Corson.....			9,535	.0078	661	.0026	69	33.8						1,431	.0024	150	4	35	40.0
Custer.....			5,353	.0044	683	.0027	128	62.7						1,014	.0017	189	91	47	93.6
Davison.....			16,821	.0137	4,243	.0169	252	123.5						10,511	.0173	625	331	171	93.6
Mitchell.....	10.9	10.9		.0089	3,913	.0156	358	175.5	.010	.017	.016	.023	.018						
Day.....			14,606	.0119	1,564	.0082	107	52.5						3,280	.0054	225	69	69	
Deuel.....			8,732	.0071	717	.0028	82	40.2						1,797	.0030	206	27	19	42.1

SOUTH DAKOTA—(Continued)

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	1934	1933	% change	
	Zone	Municipal							Food	Cloth- ing	Auto- motive	General Mdse.	Drugs							
Dewey			6,476	.0053	722	.0028	111	54.4						1,730	.0028	267	57	36	58.3	
Douglas			7,236	.0059	746	.0029	103	50.5						1,873	.0031	259	27	25	8.0	
Edmunds			8,712	.0071	932	.0037	107	52.5						2,290	.0038	263	40	33	21.2	
Fall River			8,741	.0071	1,396	.0055	160	78.4						3,583	.0059	410	129	79	63.3	
Faulk			6,985	.0057	844	.0033	121	59.3						1,881	.0031	269	48	23	108.6	
Grant			10,729	.0087	1,394	.0055	130	63.7						2,874	.0047	268	67	44	52.3	
Gregory			11,420	.0093	1,161	.0046	102	50.0						2,750	.0045	241	93	42	121.4	
Haakon			4,679	.0038	871	.0034	186	91.2						1,683	.0028	360	75	32	134.3	
Hamlin			8,299	.0068	800	.0032	96	47.1						2,653	.0044	320	29	18	61.1	
Hand			9,485	.0077	770	.0030	81	39.7						2,087	.0034	220	71	38	86.8	
Hanson			6,131	.0050	391	.0015	64	31.4						1,280	.0021	209	17	12	41.7	
Harding			3,589	.0029	272	.0010	76	37.3						520	.0009	145	26	24	8.3	
Hughes			7,009	.0057	1,953	.0078	279	136.8						3,338	.0055	476	181	96	88.5	
Hutchinson			13,904	.0113	1,322	.0052	95	46.6						2,861	.0047	206	75	38	97.4	
Hyde			3,690	.0030	395	.0015	107	52.5						941	.0015	255	29	28	3.6	
Jackson			2,636	.0021	356	.0014	135	66.2						857	.0014	325	24	28	14.3	
Jerauld			5,816	.0047	799	.0031	137	67.2						1,821	.0030	313	24	12	100.0	
Jones			3,177	.0026	310	.0012	98	48.0						789	.0013	248	31	14	121.4	
Kingsbury			12,805	.0104	1,511	.0060	118	57.8						3,440	.0057	269	81	42	92.9	
Lake			12,379	.0101	2,101	.0083	170	83.3						4,634	.0076	374	141	85	65.9	
Lawrence			13,920	.0113	4,630	.0184	333	163.2						5,855	.0096	421	606	491	23.4	
Lincoln			13,918	.0113	1,487	.0059	108	52.9						4,039	.0066	290	132	43	207.0	
Lynn			6,335	.0052	558	.0022	88	43.1						1,385	.0023	219	42	12	250.0	
McCook			10,316	.0084	1,047	.0041	101	49.5						2,919	.0048	283	39	19	105.3	
McPherson			8,774	.0071	790	.0031	90	44.1						2,362	.0039	269	39	25	56.0	
Marshall			9,540	.0078	1,251	.0049	131	64.2						2,671	.0044	280	64	55	16.4	
Meade			11,482	.0094	1,536	.0061	134	65.7						3,688	.0061	321	125	103	21.3	
Mellette			5,293	.0043	334	.0013	63	30.9						660	.0011	125	26	16	62.5	
Miner			8,376	.0068	680	.0026	79	38.7						1,340	.0022	160	38	18	137.5	
Minnehaha			50,872	.0414	15,277	.0610	300	147.1						30,838	.0507	606	909	732	24.2	
Sioux Falls	33.3	33.3		.0272	13,518	.0539	405	198.5	.041	.061	.064	.075	.042							
Moody			9,603	.0078	1,074	.0042	112	54.9						2,772	.0046	289	85	47	80.9	
Pennington			20,079	.0164	5,792	.0231	288	141.2						9,831	.0162	490	520	339	53.4	
Rapid City	10.4	10.4		.0085	5,253	.0209	505	247.6	.013	.017	.042	.011	.021							
Perkins			8,717	.0071	1,590	.0063	182	89.2						3,053	.0050	350	98	71	38.0	
Potter			5,762	.0047	822	.0032	143	70.1						1,850	.0030	321	93	80	16.3	
Roberts			15,782	.0129	1,637	.0065	104	51.0						3,920	.0065	248	78	66	18.2	
Sanborn			7,326	.0060	616	.0024	84	41.2						1,540	.0025	210	56	28	109.0	
Shannon			4,058	.0033	294	.0011	72	35.3						411	.0007	101	48	27	77.8	
Spink			15,304	.0125	1,691	.0067	110	53.9						3,536	.0058	231	75	55	36.4	
Stanley			2,381	.0019	301	.0012	126	61.8						616	.0010	259	27	13	107.7	
Sully			3,852	.0031	386	.0015	100	49.0						784	.0013	203	29	20	45.0	
Todd			5,898	.0048	287	.0011	49	24.0						561	.0009	95	40	24	66.7	
Tripp			12,712	.0104	1,708	.0068	134	65.7						4,389	.0072	345	91	53	71.7	
Turner			14,891	.0121	1,414	.0056	95	46.6						4,749	.0078	319	70	37	89.2	
Union			11,480	.0094	1,217	.0048	106	52.0						2,491	.0041	217	111	53	109.4	
Walworth			8,791	.0072	1,440	.0057	164	80.4						4,185	.0069	476	103	67	53.7	
Washabaugh			2,474	.0020	86	.0003	35	17.2						155	.0003	63	8	5	80.0	
Washington			1,827	.0015	21	.0001	11	5.4						79	.0001	43	7	1	600.0	
Yankton			16,589	.0135	2,764	.0110	167	81.9						6,976	.0115	321	163	99	64.6	
Ziebach			4,039	.0033	189	.0007	47	23.0						580	.0010	145	14	7	100.0	
STATE TOTAL			692,849	.5643	106,196	.4241	153	75.0	.272	.240	.556	.347	.413	230,002	.3785	332	7,197	4,849	48.4	

NEBRASKA

Adams			26,275	.0214	6,241	.0249	238	116.7						14,789	.0243	563	431	376	14.6
Hastings	15.4	15.4		.0126	5,706	.0227	368	180.4	.019	.020	.030	.028	.015						
Antelope			15,206	.0124	1,830	.0073	120	58.8						4,151	.0068	273	179	91	96.7
Arthur			1,344	.0011	59	.0002	44	21.6						137	.0002	102	17	8	112.5
Banner			1,676	.0014	18	.0001	11	5.4						89	.0001	53	12	7	71.4
Blaine			1,584	.0013	152	.0006	96	47.1						342	.0006	216	14	10	40.0
Boone			14,738	.0120	2,060	.0082	140	68.6						4,957	.0082	336	126	69	85.5
Box Butte			11,861	.0097	2,777	.0110	234	114.7						5,474	.0090	461	253	204	24.0
Boyd			7,169	.0058	806	.0032	112	54.9						1,940	.0032	271	39	23	69.5
Brown			5,772	.0047	1,143	.0045	198	97.1						1,623	.0027	261	55	38	44.7
Buffalo			24,338	.0198	5,386	.0215	221	108.3						11,664	.0192	479	476	300	58.7
Burt			13,062	.0106	2,263	.0090	173	84.8						5,351	.0088	409	132	97	36.1
Butler			14,410	.0117	1,602	.0064	111	54.4						3,442	.0057	239	174	115	51.3
Cass			17,684	.0144	2,277	.0081	129	63.2						5,811	.0096	329	274	171	60.2
Cedar			16,427	.0134	1,797	.0071	109	53.4						4,150	.0068	253	106	60	76.7
Chase			5,484	.0045	1,177	.0047	215	105.4						2,352	.0039	429	117	39	200.0
Cherry			10,898	.0089	1,690	.0067	155	76.0						4,112	.0068	377	154	89	73.0
Cheyenne			10,187	.0083	2,215	.0088	217	106.4						4,950	.0081	486	195	98	99.0
Clay			13,571	.0110	1,700	.0067	125	61.3						4,160	.0068	307	82	64	28.1
Colfax			11,434	.0093	2,471	.0098	216	105.9						4,873	.0080	426	174	98	77.6
Cuming			14,327	.0117	1,749	.0069	122	59.8						4,020	.0066	290	143	70	104.3
Custer			26,189	.0213	3,400	.0135	130	63.7						9,110	.0150	348	215	155	38.7
Dakota			9,505	.0077	933	.0037	98	48.0						2,094	.0034	220	144	75	92.0
Dawes			11,493	.0094	2,324	.0092	202	99.0						5,186	.0085	451	198	156	26.9
Dawson			17,875	.0146	3,963	.0158	222	108.8						9,080	.0149	508	346	216	60.2
Deuel			3,992	.0033	618	.0024	155	76.0						1,216	.0020	305	76	23	230.4
Dixon			11,586	.0094	1,455	.0058	126	61.8						3,194	.0053	276	108	25	300.0
Dodge			25,273	.0206	5,913	.0236	234	114.7						11,582	.0191	458	488	333	46.5
Freemont	11.4	11.4		.0093	4,104	.0163	360	176.5	.013	.020	.024	.016	.014						
Douglas			232,962	.1898	75,313	.3008	323	158.3						157,964	.2599	678	5,599	4,906	14.1
Omaha	258.0	214.0		.1744	73,903	.2951	345	169.1	.260	.325	.335	.333	.328						



OMAHA

- Major Market of the Mid-West

Can Be Covered with 1 Newspaper

Omaha, with 220,000 population, largest retail center between Chicago and Denver, has over 3,000 retail stores and does an annual average business of \$100,000,000.

Of every \$1.00 spent by Omaha folks, 92c is spent by readers of Omaha's first newspaper—the World-Herald.

For every 100 families in Omaha, there are 96 World-Heralds sold in Omaha every day. 85% delivered by carrier boy, alone.

That's why advertisers say—"You can do a complete advertising job in Omaha—AT ONE COST!"

Total circulation (February, 1935) Daily, 127,417; Sunday, 125,320.

O'MARA & ORMSBEE, INC., National Advertising Representatives

Omaha merchants, in March, 1935, (compared to March, 1934) used over 700,000 lines of advertising space in the World-Herald—a greater percentage increase than in any previous month for 15 years! 24% INCREASE over a year ago!

They used 60.7% of their space in the World-Herald—39.3% in the 2nd paper. National advertisers used 65.7% of their space in the World-Herald—34.3% in the 2nd paper.

Omaha World-Herald

1st IN CIRCULATION
IN ADVERTISING
IN NEWS
IN OMAHA FOR OVER 25 YEARS

NEBRASKA—(Continued)

COUNTIES Cities over 10,000	POPULATION			RETAIL SALES—1933 OFFICIAL								ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES				
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	1934	1933	% change
	Zone	Municipal							Food	Cloth- ing	Auto- motive	General Mdse.	Drugs						
Dundy			5,610	.0046	664	.0026	118	57.8						1,419	.0023	253	74	37	100.0
Fillmore			12,971	.0106	1,744	.0069	134	65.7						4,363	.0072	336	90	70	28.6
Franklin			9,094	.0074	1,253	.0050	138	67.6						3,100	.0051	341	63	46	37.0
Frontier			8,114	.0068	812	.0032	100	49.0						1,980	.0033	244	74	46	60.9
Furnas			12,140	.0099	1,742	.0069	143	70.1						4,143	.0068	341	132	65	103.1
Gage			30,242	.0246	5,592	.0223	185	90.7						13,542	.0223	448	416	413	.7
Beatrice	10.2	10.2		.0084	4,041	.0161	392	192.2	.014	.016	.026	.013	.018						
Garden			5,099	.0042	537	.0021	105	51.5						1,830	.0030	201	66	31	112.9
Garfield			3,207	.0026	387	.0015	121	59.3						975	.0016	304	33	13	153.8
Gosper			4,287	.0035	260	.0010	61	29.9						614	.0010	143	37	18	105.6
Grant			1,427	.0012	302	.0012	212	103.9						675	.0011	473	33	36	—8.3
Greeley			8,442	.0069	892	.0035	106	52.0						1,984	.0033	235	68	35	94.3
Hall			27,117	.0221	7,815	.0312	288	141.2						15,968	.0263	589	660	528	25.0
Grand Island	18.0	18.0		.0147	6,982	.0278	387	189.7	.022	.027	.042	.022	.024						
Hamilton			12,159	.0099	1,497	.0059	123	60.3						3,708	.0061	305	79	61	29.5
Harlan			8,957	.0073	627	.0025	70	34.3						1,480	.0024	165	72	43	67.4
Hayes			3,603	.0029	157	.0006	44	21.6						382	.0006	106	20		
Hitchcock			7,269	.0059	947	.0037	130	63.7						2,220	.0037	305	97	39	148.7
Holt			16,509	.0134	2,196	.0087	133	65.2						5,216	.0086	316	169	112	50.8
Hooker			1,180	.0010	278	.0011	236	115.7						341	.0006	289	15	10	50.0
Howard			10,020	.0082	1,050	.0041	105	51.5						2,096	.0034	209	88	73	20.5
Jefferson			16,409	.0134	3,035	.0121	185	90.7						5,745	.0095	350	243	239	1.7
Johnson			9,157	.0075	1,079	.0043	118	57.8						2,520	.0041	275	88	98	—10.2
Kearney			8,094	.0066	1,318	.0052	163	79.9						2,990	.0049	370	67	63	6.3
Keith			6,721	.0055	1,335	.0053	199	97.5						2,350	.0039	350	174	104	67.3
Keyapaha			3,203	.0026	216	.0008	67	32.8						445	.0007	139	14	13	7.6
Kimball			4,675	.0038	928	.0037	199	97.5						1,544	.0025	330	92	71	29.6
Knox			19,110	.0156	1,703	.0068	89	43.6						3,900	.0064	204	142	74	91.9
Lancaster			100,324	.0817	29,681	.1184	296	145.1						62,043	.1021	618	2,149	1,799	19.5
Lincoln	86.4	75.9		.0618	28,054	.1120	369	180.9	.093	.100	.127	.194	.111						
Lincoln			25,627	.0209	5,437	.0217	212	103.9						11,796	.0194	460	468	317	47.6
North Platte	13.6	12.0		.0098	4,433	.0177	368	180.4	.014	.013	.026	.020	.018						
Logan			2,014	.0016	241	.0010	120	58.8						587	.0010	291	21	8	162.5
Loup			1,818	.0015	97	.0003	53	26.0						1,927	.0032	106	5	3	68.7
McPherson			1,358	.0011	50	.0002	37	18.1						99	.0002	73	7	10	—30.0
Madison			26,037	.0212	5,857	.0234	225	110.3						14,353	.0236	551	483	331	45.9
Norfolk	10.7	10.7		.0087	4,206	.0168	393	192.6	.010	.012	.022	.030	.013						

NEBRASKA—(Continued)

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change	
	Zone	Municipal							Food	Clothing	Auto- motive	General Mdse.	Drugs							
Merrick			10,619	.0086	1,554	.0062	146	71.6						3,820	.0063	360	118	87	35.6	
Morrill			9,950	.0081	1,502	.0060	151	74.0						3,879	.0064	390	104	70	48.6	
Nance			8,718	.0071	1,152	.0046	132	64.7						2,956	.0049	339	82	65	26.2	
Nemaha			12,356	.0101	1,788	.0071	145	71.1						4,952	.0081	401	200	182	9.8	
Nuckolls			12,629	.0108	1,796	.0071	142	69.6						4,290	.0071	340	111	116	—4.4	
Otoe			19,901	.0162	3,563	.0142	179	87.7						8,413	.0138	423	313	254	23.2	
Pawnee			9,423	.0077	991	.0039	105	51.5						2,250	.0037	239	78	52	50.0	
Perkins			5,834	.0048	825	.0033	141	69.1						1,782	.0029	305	86	49	75.5	
Phelps			9,261	.0075	2,085	.0083	225	110.3						5,008	.0082	541	150	83	80.7	
Pierce			11,080	.0090	1,153	.0046	104	51.0						2,820	.0046	255	104	39	166.7	
Platte			21,181	.0172	4,075	.0162	192	94.1						9,474	.0156	447	350	227	54.2	
Polk			10,092	.0082	1,437	.0057	142	69.6						3,543	.0058	351	119	87	36.8	
Redwillow			13,859	.0113	2,891	.0115	209	102.5						6,583	.0108	475	212	138	53.6	
Richardson			19,826	.0161	3,543	.0141	179	87.7						7,505	.0123	379	348	221	57.5	
Rock			3,366	.0027	401	.0016	119	58.3						1,069	.0018	318	34	23	47.8	
Saline			16,356	.0133	2,422	.0096	148	72.5						5,864	.0096	359	200	158	26.6	
Sarpy			10,402	.0085	871	.0034	118	58.3						2,876	.0047	276	122	68	79.4	
Saunders			20,167	.0164	2,887	.0115	143	70.1						8,309	.0137	412	262	163	60.7	
Scotts Bluff			28,644	.0233	7,856	.0313	274	134.3						15,161	.0249	529	768	603	27.4	
Seward			15,938	.0129	2,197	.0087	138	67.6						4,747	.0078	298	205	131	56.5	
Sheridan			10,793	.0088	1,716	.0068	159	77.9						3,760	.0062	348	176	109	61.5	
Sherman			9,122	.0074	963	.0038	106	52.0						2,320	.0038	254	77	56	37.5	
Sioux			4,667	.0038	246	.0009	53	26.0						504	.0008	108	26	22	18.2	
Stanton			7,809	.0064	820	.0032	105	51.5						1,920	.0032	246	59	19	210.5	
Thayer			13,684	.0111	2,250	.0089	164	80.4						5,140	.0085	376	98	106	—7.5	
Thomas			1,510	.0012	185	.0007	123	60.3						482	.0008	319	16	12	33.3	
Thurston			10,462	.0085	1,162	.0046	111	54.4						2,617	.0043	250	92	49	87.8	
Valley			9,533	.0078	1,253	.0050	134	65.7						3,380	.0056	355	90	65	38.5	
Washington			12,095	.0099	1,521	.0060	126	61.8						3,870	.0064	320	146	99	47.5	
Wayne			10,566	.0086	1,521	.0060	144	70.6						3,760	.0062	356	116	62	87.1	
Webster			10,210	.0083	1,340	.0053	131	64.2						3,834	.0063	376	69	49	40.8	
Wheeler			2,335	.0019	135	.0005	58	28.4						300	.0005	128	20	9	122.2	
York			17,239	.0140	3,410	.0136	198	97.1						8,342	.0137	484	267	198	34.8	
STATE TOTAL			1,377,963	1.1224	274,575	1.0967	199	97.5	.820	.731	1.452	.959	1.173	609,678	1.0032	442	21,778	16,393	32.8	

KANSAS

Allan			21,391	.0174	2,958	.0118	138	67.6						6,887	.0113	322	249	212	17.5
Anderson			13,355	.0109	1,815	.0072	136	66.7						3,934	.0065	295	184	121	52.1
Atchison			23,945	.0195	3,989	.0159	167	81.9						9,750	.0160	407	237	220	7.7
Atchison	13.0	13.0		.0106	3,474	.0138	267	130.9	.018	.014	.014	.007	.019						
Barber			10,178	.0083	1,444	.0057	142	69.6						3,161	.0052	311	204	102	100.0
Barton			19,776	.0161	4,400	.0175	222	108.8						9,608	.0158	486	643	309	108.1
Bourbon			22,386	.0182	3,499	.0139	156	76.5						8,450	.0139	377	295	278	6.1
Fort Scott	12.4	10.7		.0088	2,974	.0118	276	135.3	.013	.007	.015	.011	.033						
Brown			20,553	.0167	3,117	.0124	152	74.5						7,822	.0129	381	219	184	19.0
Butler			35,904	.0292	5,321	.0212	148	72.5						13,261	.0218	369	853	545	56.5
El Dorado	12.5	10.3		.0084	3,212	.0128	312	152.9	.013	.011	.022	.012	.014						
Chase			6,952	.0057	901	.0035	130	63.7						2,112	.0035	304	105	78	34.6
Chautauqua			10,352	.0084	1,261	.0050	122	59.8						2,704	.0044	261	175	91	92.3
Cherokee			31,457	.0256	3,305	.0132	105	51.5						7,227	.0119	230	329	342	-3.8
Cheyenne			6,948	.0057	1,041	.0041	150	73.5						2,221	.0037	320	95	52	82.7
Clark			4,796	.0039	780	.0031	163	79.9						1,574	.0026	328	95	50	90.0
Clay			14,556	.0119	2,820	.0112	194	95.1						5,921	.0097	407	140	133	5.3
Cloud			18,006	.0147	3,291	.0131	183	89.7						6,928	.0114	385	288	272	5.9
Coffey			13,653	.0111	1,836	.0073	134	65.7						4,107	.0068	301	201	107	87.9
Comanche			5,238	.0043	1,041	.0041	199	97.5						2,866	.0047	547	57	30	90.0
Cowley			40,903	.0333	8,255	.0329	202	99.0						19,851	.0327	485	887	655	35.4
Arkansas City	13.9	13.9		.0114	4,165	.0166	299	146.6	.017	.015	.019	.022	.019						
Crawford			49,329	.0402	9,550	.0381	194	95.1						23,663	.0389	480	708	708	00.0
Pittsburg	18.1	18.1		.0148	6,901	.0275	380	186.3	.026	.039	.036	.025	.025						
Decatur			8,866	.0072	1,182	.0047	133	65.2						3,190	.0052	360	82	49	67.3
Dickinson			25,870	.0211	4,518	.0180	175	85.8						9,761	.0161	377	425	291	46.0
Doniphan			14,063	.0115	1,488	.0059	106	52.0						3,217	.0053	229	184	98	87.8
Douglas			25,143	.0205	6,526	.0260	260	127.5						13,033	.0214	518	484	489	-1.0
Lawrence	13.7	13.7		.0112	5,600	.0223	408	200.0	.021	.023	.027	.020	.033						
Edwards			7,295	.0059	1,115	.0044	153	75.0						2,651	.0044	363	135	56	141.1
Elk			9,210	.0075	878	.0035	95	46.6						2,080	.0034	226	72	42	71.4
Ellis			15,907	.0130	3,076	.0122	193	94.6						7,309	.0120	459	348	291	19.6
Ellsworth			10,132	.0083	1,969	.0078	194	95.1						4,931	.0081	487	222	133	66.9
Finn			11,014	.0090	2,605	.0104	237	116.2						5,600	.0092	508	242	143	69.3
Ford			20,647	.0168	4,201	.0167	203	99.5						9,663	.0159	468	346	196	76.5
Dodge City	13.0	10.0		.0082	3,420	.0136	331	162.3	.013	.010	.015	.022	.016						
Franklin			22,024	.0179	3,880	.0155	176	86.3						8,540	.0141	388	338	282	19.9
Geary			14,366	.0117	2,791	.0111	194	95.1						6,300	.0104	439	291	287	1.4
Gove			5,643	.0046	621	.0024	110	53.9						1,295	.0021	229	75	45	66.7
Graham			7,772	.0063	669	.0026	86	42.2						1,586	.0026	206	29	30	-3.3
Grant			3,092	.0025	399	.0015	129	63.2						865	.0014	280	71	18	294.4
Gray			6,211	.0051	639	.0025	103	50.5						1,331	.0022	214	68	25	172.0
Greeley			1,712	.0014	306	.0012	179	87.7						410	.0007	239	35	10	250.0
Greenwood			19,235	.0157	2,442	.0097	127	62.3						6,425	.0106	334	411	216	90.3
Hamilton			3,328	.0027	728	.0029	219	107.4						936	.0015	281	74	64	15.6
Harper			12,823	.0104	2,101	.0083	164	80.4						5,590	.0092	436	314	178	78.4
Harvey			22,120	.0180	4,112	.0164	186	91.2						10,535	.0173	476	533	293	102.4
Newton	11.5	11.0		.0090	3,238	.0129	293	143.6	.013	.007	.015	.016	.011						
Haskell			2,805	.0023	277	.0011	99	48.5						586	.0010	209	51	22	131.1

KANSAS—(Continued)

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	1934	1933	% change	
	Zone	Municipal							Food	Cloth- ing	Auto- motive	Gen- eral Mds.	Drugs							
Hodgeman.....			4,157	.0034	379	.0015	91	44.6						828	.0014	199	43	20	115.0	
Jackson.....			14,776	.0120	1,488	.0059	101	49.5						3,840	.0063	260	87	66	31.8	
Jefferson.....			14,129	.0115	1,523	.0060	108	52.9						3,695	.0061	262	86	76	13.2	
Jewell.....			14,462	.0118	1,408	.0056	97	47.5						3,235	.0053	224	133	85	56.5	
Johnson.....			27,179	.0221	3,874	.0154	143	70.1						8,962	.0147	230	408	415	-1.7	
Kearny.....			3,196	.0026	330	.0013	103	50.5						716	.0012	224	30	27	11.1	
Kingman.....			11,674	.0095	1,736	.0069	149	73.0						4,986	.0082	427	285	114	150.0	
Kiowa.....			6,035	.0049	646	.0025	107	52.5						1,362	.0022	226	51	42	21.4	
Labette.....			31,346	.0255	5,559	.0222	177	86.8						12,805	.0211	409	384	369	4.1	
Parsons.....	14.9	14.9		.0130	3,933	.0157	264	129.4	.016	.010	.019	.016	.020							
Lane.....			3,372	.0027	679	.0027	201	98.5						1,150	.0019	341	87	30	190.0	
Leavenworth.....			42,673	.0348	6,158	.0246	144	70.6						14,890	.0245	348	534	599	-10.8	
Leavenworth.....	21.5	17.4		.0142	5,348	.0213	306	150.0	.024	.014	.028	.017	.028							
Lincoln.....			9,707	.0079	1,133	.0045	117	57.4						2,010	.0033	207	58	45	28.9	
Linn.....			13,534	.0110	1,341	.0053	99	48.5						3,640	.0060	269	171	140	22.1	
Logan.....			4,145	.0034	690	.0027	166	81.4						1,736	.0029	419	88	40	120.0	
Lyon.....			29,240	.0238	6,249	.0249	214	104.9						14,684	.0242	502	405	342	18.4	
Emporia.....	14.0	14.0		.0105	5,453	.0217	388	190.2	.017	.020	.025	.029	.030							
McPherson.....			23,568	.0192	5,111	.0204	217	106.4						11,750	.0193	498	886	598	48.2	
Marion.....			20,739	.0168	2,888	.0115	139	68.1						6,420	.0106	310	280	194	44.3	
Marshall.....			23,056	.0188	3,432	.0137	149	73.0						8,586	.0141	372	229	159	44.0	
Meade.....			6,858	.0056	864	.0034	126	61.8						1,863	.0031	272	122	44	177.3	
Miami.....			21,243	.0173	3,033	.0121	143	70.1						7,851	.0129	370	269	254	5.9	
Mitchell.....			12,774	.0104	2,636	.0105	206	101.0						5,454	.0090	427	191	197	-3.0	
Montgomery.....			51,411	.0419	8,696	.0347	169	82.8						21,800	.0359	424	930	753	23.5	
Coffeyville.....	20.0	16.1		.0132	3,893	.0155	240	117.6	.019	.014	.015	.018	.021							
Independence.....	12.7	12.7		.0104	3,093	.0123	242	118.6	.011	.014	.010	.014	.015							
Morris.....			11,859	.0097	1,443	.0057	122	59.8						3,610	.0059	304	106	84	26.2	
Morton.....			4,092	.0033	602	.0024	147	72.1						1,193	.0020	292	68	24	183.3	
Nemaha.....			18,342	.0149	2,521	.0100	137	67.2						6,520	.0107	355	147	120	22.5	
Neosho.....			22,665	.0185	3,536	.0141	156	76.5						8,468	.0139	374	320	258	24.0	
Chanute.....	10.2	10.2		.0084	2,807	.0112	273	133.8	.013	.008	.013	.014	.012							
Ness.....			6,358	.0068	1,115	.0044	133	65.2						2,946	.0048	352	128	61	110.0	
Norton.....			11,701	.0095	1,829	.0073	156	76.5						4,404	.0072	376	114	79	44.3	
Osage.....			17,538	.0143	1,905	.0076	109	53.4						3,940	.0065	225	138	94	46.8	
Osborne.....			11,568	.0094	2,026	.0080	175	85.8						4,770	.0078	412	103	106	-2.8	
Ottawa.....			9,819	.0080	1,236	.0049	126	61.8						3,015	.0050	307	122	109	11.9	
Pawnee.....			10,510	.0086	1,849	.0073	178	86.3						4,462	.0073	425	198	96	106.2	
Phillips.....			12,159	.0099	1,615	.0064	133	65.2						3,933	.0065	323	109	89	22.5	
Pottawatomie.....			15,862	.0129	2,078	.0083	131	64.2						4,781	.0079	301	134	112	19.6	
Prairie.....			13,312	.0108	2,119	.0084	159	77.9						4,700	.0077	353	307	158	94.3	
Rawlins.....			7,362	.0060	835	.0033	113	55.4						1,835	.0030	249	140	63	122.2	
Reno.....			47,785	.0389	10,898	.0435	228	111.8						27,778	.0457	580	1,352	785	76.7	
Hutchinson.....	27.7	27.0		.0221	9,519	.0380	352	172.6	.033	.035	.047	.047	.043							
Republic.....			14,745	.0120	1,686	.0067	114	55.9						3,244	.0053	220	156	123	26.8	
Rice.....			13,800	.0112	2,182	.0087	158	77.5						5,517	.0091	400	528	208	153.8	
Riley.....			19,882	.0162	4,866	.0194	245	120.1						10,187	.0168	512	422	373	13.1	
Manhattan.....	10.1	10.1		.0083	3,892	.0155	384	188.2	.018	.012	.021	.015	.020							
Rooks.....			9,534	.0078	1,249	.0049	131	64.2						3,316	.0055	348	103	77	33.8	
Rush.....			9,093	.0074	1,564	.0062	172	84.3						3,700	.0061	407	177	61	190.2	
Russell.....			11,045	.0090	1,660	.0066	150	73.5						3,778	.0062	342	228	141	61.7	
Saline.....			29,337	.0239	7,765	.0310	285	129.9						16,804	.0277	573	830	634	30.9	
Salina.....	20.1	20.1		.0164	7,269	.0290	361	177.0	.021	.036	.040	.035	.033							
Scott.....			3,976	.0032	641	.0025	161	78.9						1,627	.0028	409	81	29	179.3	
Sedgewick.....			136,330	.1110	38,489	.1536	282	138.2						85,265	.1403	625	3,631	2,636	37.7	
Wichita.....	117.8	111.1		.0905	36,894	.1473	332	162.7	.123	.199	.185	.156	.259							
Seward.....			8,075	.0066	1,755	.0070	217	106.4						4,120	.0068	510	183	80	103.8	
Shawnee.....			85,200	.0694	24,018	.0959	282	138.2						53,956	.0888	633	1,857	1,783	4.2	
Topeka.....	64.1	64.1		.0522	22,267	.0889	347	170.0	.081	.104	.108	.086	.126							
Sheridan.....			6,038	.0049	560	.0022	93	45.6						1,394	.0023	231	41	37	10.8	
Sherman.....			7,400	.0060	1,389	.0055	188	92.2						3,404	.0056	460	140	72	94.4	
Smith.....			13,545	.0110	1,600	.0063	118	57.8						3,700	.0061	273	108	98	10.2	
Stafford.....			10,460	.0085	1,333	.0053	127	62.3						2,950	.0049	282	266	74	259.5	
Stanton.....			2,152	.0018	333	.0013	155	76.0						731	.0012	340	56	24	133.3	
Stevens.....			4,655	.0038	533	.0021	115	56.4						1,235	.0020	265	123	23	434.8	
Sumner.....			26,960	.0236	3,905	.0155	135	66.2						10,103	.0166	349	525	302	73.8	
Thomas.....			7,334	.0060	1,678	.0067	229	112.3						3,621	.0060	494	190	93	104.3	
Trego.....			6,470	.0053	903	.0036	140	68.6						1,698	.0028	262	61	78	-21.8	
Wabaunsee.....			10,830	.0088	1,104	.00440														

West South Central States

OKLAHOMA

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (In thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change	
	Zone	Municipal							Food	Clothing	Auto- motive	General Mdse.	Drugs							
Adair.....			14,756	.0120	1,005	.0040	68	33.3						2,060	.0034	140	41	57	—28.1	
Alfalfa.....			15,228	.0124	1,806	.0072	119	58.3						4,200	.0069	276	292	150	94.7	
Atoka.....			14,533	.0118	973	.0038	67	32.8						1,657	.0028	114	87	73	19.2	
Beaver.....			11,452	.0093	744	.0029	65	31.9						1,820	.0030	159	99	32	209.4	
Beckham.....			28,991	.0236	4,243	.0169	146	71.6						9,857	.0162	340	370	283	30.7	
Blaine.....			20,452	.0167	2,612	.0104	128	62.7						5,906	.0097	289	283	171	65.5	
Bryan.....			32,277	.0263	3,473	.0138	108	52.9						7,230	.0119	224	311	220	41.4	
Caddo.....			50,779	.0414	5,306	.0211	104	51.0						12,317	.0203	243	533	430	23.9	
Canadian.....			28,115	.0229	3,962	.0158	141	69.1						8,429	.0139	300	487	326	49.4	
Carter.....			41,419	.0337	7,903	.0315	191	93.6						20,337	.0335	491	793	709	11.8	
Ardmore.....	15.7	15.7		.0128	5,616	.0224	357	175.0	.014	.010	.029	.029	.022							
Cherokee.....			17,470	.0142	1,163	.0046	67	32.8						2,733	.0045	156	117	116	0.9	
Choctaw.....			24,142	.0197	1,948	.0077	81	39.7						5,497	.0090	228	132	102	29.4	
Cimarron.....			5,408	.0044	678	.0027	125	61.3						1,580	.0026	292	111	44	152.3	
Cleveland.....			24,948	.0203	3,343	.0132	134	65.7						10,428	.0172	418	403	256	57.4	
Coal.....			11,521	.0094	1,121	.0044	97	47.5						2,074	.0034	180	130	105	23.8	
Comanche.....			34,317	.0280	5,395	.0215	157	77.0						12,516	.0206	364	645	431	49.7	
Lawton.....	16.6	12.1		.0099	4,648	.0185	383	187.7	.012	.012	.026	.022	.021							
Cotton.....			15,442	.0126	2,091	.0083	135	66.2						4,898	.0080	317	201	129	55.8	
Craig.....			18,052	.0147	1,785	.0071	99	48.5						4,123	.0068	228	165	119	38.7	
Creek.....			64,115	.0522	8,949	.0357	140	68.6						23,506	.0387	367	1,209	1,006	20.2	
Sapulpa.....	22.1	10.5		.0086	2,936	.0117	279	136.8	.010	.003	.020	.015	.014							
Custer.....			27,517	.0224	4,142	.0165	151	74.0						9,846	.0162	358	399	291	37.1	
Delaware.....			15,370	.0125	428	.0017	28	13.7						1,960	.0032	128	53	24	120.8	
Dewey.....			13,250	.0108	1,199	.0047	90	44.1						3,157	.0052	238	158	96	64.6	
Ellis.....			10,541	.0086	1,021	.0040	97	47.5						2,241	.0037	213	138	55	147.3	
Garfield.....			45,588	.0371	11,012	.0439	242	118.6						23,706	.0390	520	1,232	877	40.5	
Enid.....	26.3	26.3		.0215	9,443	.0377	358	175.5	.028	.037	.045	.055	.055							
Garvin.....			31,401	.0256	3,148	.0125	100	49.0						8,055	.0133	257	351	278	26.3	
Grady.....			47,638	.0388	6,809	.0272	143	70.1						16,770	.0276	352	541	442	22.4	
Chickasha.....	15.2	14.0		.0115	4,378	.0174	311	152.5	.012	.014	.022	.027	.018							
Grant.....			14,150	.0115	1,571	.0062	111	54.4						3,680	.0061	260	276	125	120.8	
Greer.....			20,282	.0165	2,141	.0085	106	52.0						6,052	.0100	298	215	222	—3.2	
Harmon.....			13,834	.0113	1,472	.0058	106	52.0						3,791	.0062	274	134	103	30.1	
Harper.....			7,761	.0063	943	.0037	122	59.8						2,374	.0039	306	77	35	120.0	
Haskell.....			16,216	.0132	1,092	.0043	67	32.8						3,451	.0057	213	87	41	112.2	
Hughes.....			30,334	.0247	2,686	.0107	89	43.6						7,158	.0118	236	347	381	—8.9	
Jackson.....			28,910	.0235	4,193	.0167	145	71.1						11,875	.0192	404	381	363	—6	
Jefferson.....			17,392	.0142	2,147	.0085	123	60.3						4,867	.0080	280	119	153	—22.2	
Johnston.....			13,082	.0107	1,037	.0041	79	38.7						2,312	.0038	177	99	84	17.9	
Kay.....			50,186	.0409	9,620	.0384	192	94.1						24,954	.0411	497	1,185	1,127	5.1	
Ponca City.....	16.7	16.1		.0131	5,587	.0223	346	169.6	.020	.022	.041	.021	.033							
Kingfisher.....			15,960	.0130	1,946	.0077	122	59.8						4,916	.0081	308	288	189	70.4	
Kiowa.....			29,630	.0241	4,235	.0169	143	70.1						9,896	.0163	334	323	352	—8.2	
Latimer.....			11,184	.0091	757	.0030	68	33.3						1,935	.0032	173	49	37	32.4	
Le Flore.....			42,896	.0349	3,111	.0124	73	35.8						8,042	.0132	187	255	228	11.8	
Lincoln.....			33,738	.0275	3,510	.0140	104	50.9						8,927	.0147	285	341	223	52.9	
Logan.....			27,761	.0226	4,247	.0169	153	75.0						6,780	.0112	244	549	380	44.5	
Love.....			9,639	.0079	851	.0034	88	43.1						2,024	.0033	210	53	53		
McLain.....			21,575	.0178	1,414	.0056	66	32.3						4,812	.0079	223	121	99	22.2	
McCurtain.....			34,759	.0283	2,491	.0099	72	35.3						6,191	.0102	178	191	171	11.7	
McIntosh.....			24,924	.0203	1,519	.0060	61	29.9						5,422	.0089	218	124	109	13.8	
Major.....			12,206	.0099	1,131	.0045	93	45.6						3,665	.0060	300	176	70	151.4	
Marshall.....			11,026	.0090	1,123	.0044	102	50.0						2,161	.0036	196	88	86	2.3	
Mayes.....			17,883	.0146	1,348	.0053	75	36.8						3,374	.0056	189	107	74	44.6	
Murray.....			12,410	.0101	1,369	.0054	110	53.9						2,882	.0047	232	187	123	52.0	
Muskogee.....			66,424	.0541	10,657	.0425	160	78.4						27,715	.0456	417	791	694	14.0	
Noble.....	33.1	32.0		.0261	8,876	.0354	277	135.8	.031	.035	.054	.042	.013							
Nowata.....			15,139	.0123	2,189	.0087	145	71.1						6,026	.0099	398	296	196	52.0	
Okfuskee.....			13,611	.0111	1,410	.0056	104	50.9						3,453	.0057	254	211	161	31.1	
Oklahoma.....			29,016	.0238	2,333	.0093	80	39.2						5,676	.0093	196	303	261	16.1	
Oklahoma City.....	202.6	185.3	221,738	.1806	55,597	.2220	251	123.0						139,848	.2301	631	6,953	4,664	49.1	
Okmulgee.....			56,558	.0461	51,987	.2076	280	137.3	.131	.302	.275	.227	.367							
Okmulgee.....	17.0	17.0		.0139	4,828	.0192	282	138.2	.017	.015	.031	.023	.024							
Osage.....			47,334	.0386	6,037	.0241	128	62.7						13,770	.0227	291	1,230	772	59.3	
Ottawa.....			38,542	.0314	4,244	.0169	110	53.9						9,739	.0160	253	373	368	1.4	
Pawnee.....			19,882	.0162	2,088	.0083	105	51.5						6,785	.0112	341	286	186	43.0	
Payne.....			36,905	.0301	5,291	.0211	143	70.1						10,173	.0167	276	778	582	33.7	
Pittsburg.....			50,778	.0414	5,303	.0211	104	51.0												

OKLAHOMA—(Continued)

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	change	
	Zone	Municipal							Food	Clothing	Auto-motive	General Mdse.	Drugs							
Tulsa			187,574	.1528	48,967	.1955	261	127.9						124,486	.2048	664	4,934	3,509	40.6	
Tulsa	147.9	141.2		.1151	44,690	.1784	316	154.9	.134	.250	.242	.192	.260							
Wagoner			22,428	.0183	1,245	.0049	56	27.5						4,306	.0071	192	93	68	36.8	
Washington			27,777	.0226	5,345	.0213	192	94.1						13,404	.0221	482	729	646	12.8	
Bartlesville	14.7	14.7		.0120	4,761	.0190	322	157.8	.016	.020	.026	.021	.026							
Washita			29,435	.0240	2,655	.0106	90	44.1						6,467	.0106	220	189	154	22.7	
Woods			17,005	.0139	2,408	.0096	142	69.6						6,006	.0099	353	288	141	104.3	
Woodward			15,844	.0129	1,962	.0078	124	60.8						4,451	.0073	281	214	136	57.4	
STATE TOTAL			2,396,040	1.9516	341,774	1.3850	143	70.1	1.029	.961	1.921	1.334	1.840	849,715	1.3982	355	39,377	28,914	36.2	

ARKANSAS

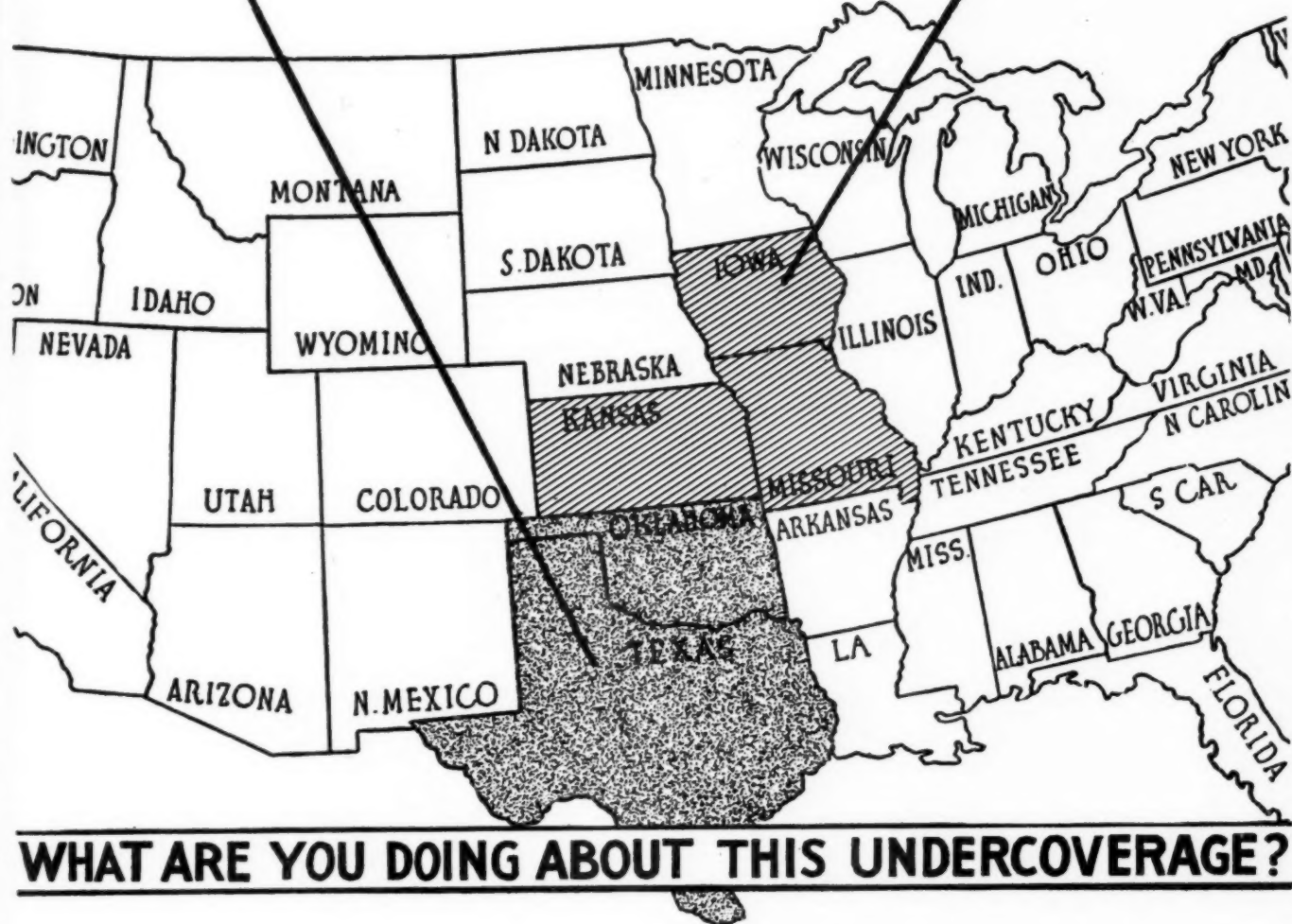
Arkansas			22,300	.0181	3,020	.0120	135	66.2						8,450	.0139	379	312	207	50.7
Ashley			25,151	.0204	1,907	.0076	76	37.3						3,536	.0058	141	156	106	47.2
Baxter			9,519	.0078	505	.0020	53	26.0						1,541	.0025	162	47	20	135.0
Benton			35,253	.0287	3,459	.0138	98	48.0						7,159	.0117	203	220	178	23.6
Boone			14,937	.0121	1,813	.0072	121	59.3						4,430	.0073	297	146	104	40.4
Bradley			17,494	.0142	1,694	.0067	97	47.5						2,605	.0042	149	95	74	28.4
Calhoun			9,752	.0079	301	.0012	31	15.2						1,275	.0020	131	34	20	70.0
Carroll			15,820	.0129	1,249	.0050	79	38.7						2,477	.0040	157	69	53	30.2
Chicot			22,646	.0184	1,980	.0079	87	42.6						3,777	.0062	167	185	112	65.2
Clark			24,932	.0203	2,441	.0097	98	48.0						4,285	.0070	172	200	146	37.0
Clay			27,278	.0222	1,854	.0074	68	33.3						5,819	.0095	213	134	92	45.7
Cleburne			11,373	.0093	587	.0023	52	25.5						1,925	.0031	169	44	26	69.2
Cleveland			12,744	.0103	586	.0023	46	22.5						1,506	.0024	118	63	28	125.
Columbia			27,320	.0223	1,965	.0078	72	35.3						3,671	.0060	134	132	86	53.5
Conway			21,949	.0179	1,560	.0062	71	34.8						3,915	.0064	178	124	60	106.7
Craighead			44,740	.0364	5,157	.0206	115	56.4						11,134	.0183	249	428	369	16.0
Jonesboro	16.3	10.3		.0084	3,710	.0148	358	175.5	.010	.009	.025	.016	.016						
Crawford			22,549	.0184	1,609	.0064	71	34.8						4,902	.0080	217	109	124	12.1
Crittenden			39,717	.0323	2,872	.0115	72	35.3						5,594	.0092	141	376	221	70.1
Cross			25,723	.0215	1,885	.0074	72	35.3						3,497	.0057	136	158	124	27.4
Dallas			14,671	.0120	1,067	.0042	73	35.8						2,073	.0034	141	99	69	43.5
Desha			21,814	.0177	1,968	.0088	90	44.1						4,227	.0069	194	197	119	65.5
Drew			19,928	.0162	1,415	.0056	71	34.8						2,779	.0045	139	83	78	6.4
Faulkner			26,381	.0231	2,287	.0091	81	39.7						5,615	.0092	197	197	118	66.9
Franklin			15,762	.0128	892	.0035	57	27.9						3,459	.0056	219	45	33	36.4
Fulton			10,634	.0088	496	.0020	46	22.5						1,691	.0027	156	31	18	72.2
Garland			36,031	.0293	6,560	.0262	182	89.2						17,274	.0284	479	406	305	33.1
Hot Springs	23.3	20.2		.0164	6,050	.0241	299	146.6	.020	.021	.024	.019	.038						
Grant			9,834	.0080	524	.0021	53	26.0						1,582	.0026	161	42	23	82.6
Greene			26,127	.0213	2,130	.0085	82	40.2						5,596	.0092	214	160	168	4.8
Hempstead			30,847	.0251	2,585	.0103	84	41.1						5,245	.0086	170	279	187	49.2
Hot Spring			18,105	.0147	1,201	.0048	66	32.4						2,621	.0043	145	110	79	39.2
Howard			17,489	.0142	1,394	.0056	80	39.2						2,929	.0048	167	110	61	80.3
Independence			24,225	.0197	1,983	.0079	82	40.2						4,184	.0068	173	179	98	82.7
Izard			12,872	.0104	573	.0023	45	22.1						1,927	.0031	150	40	19	110.5
Jackson			27,943	.0227	2,155	.0086	77	37.7						5,998	.0098	215	156	124	25.8
Jefferson			64,154	.0522	8,495	.0259	101	49.5						16,958	.0279	264	548	500	9.6
Pine Bluff	20.7	20.7		.0169	5,469	.0219	264	129.4	.016	.016	.033	.024	.021						
Johnson			19,289	.0157	1,397	.0056	72	35.3						3,812	.0062	198	120	69	73.9
Lafayette			16,934	.0137	992	.0039	59	28.9						2,762	.0045	163	87	65	33.8
Lawrence			21,663	.0176	1,681	.0067	78	38.2						5,023	.0082	232	140	105	33.3
Lee			26,637	.0217	1,404	.0056	53	26.0						4,355	.0071	163	173	83	108.4
Lincoln			20,250	.0165	1,058	.0042	52	25.5						2,564	.0042	127	68	34	100.0
Little River			15,515	.0126	843	.0034	54	26.5						2,875	.0047	185	89	46	93.5
Logan			24,110	.0196	1,514	.0060	63	30.9						4,979	.0081	207	145	97	49.5
Lonoke			33,759	.0274	2,029	.0081	60	29.4						7,541	.0124	223	216	169	27.8
Madison			13,334	.0108	605	.0024	45	22.1						1,782	.0029	134	35	33	6.1
Marion			8,876	.0072	324	.0013	37	18.1						1,216	.0020	137	23	16	43.8
Miller			30,586	.0249	3,988	.0159	130	63.7						8,436	.0138	276	439	293	49.8
*Texarkana	32.8	10.7		.0087	3,784	.0151	352	172.1	.010	.015	.024	.018	.011						
Mississippi			69,289	.0564	7,328	.0289	106	52.0						14,851	.0244	214	897	654	37.2
Blytheville	14.0	10.0		.0082	3,709	.0148	367	179.9	.014	.013	.019	.017	.017						
Monroe			20,651	.0168	1,450	.0058	70	34.3						3,581	.0058	173	134	112	19.6
Montgomery			10,768	.0087	438	.0017	41	20.1						1,461	.0024	136	29	25	16.0
Nevada			20,407	.0166	1,178	.0047	58	28.4						3,050	.0050	149	147	110	33.6
Newton			10,564	.0086	260	.0010	25	12.3						1,117	.0018	106	29	18	61.1
Ouachita			29,890	.0243	3,438	.0137	115	56.4						5,499	.0090	184	364	219	66.2
Perry			7,695	.0063	277	.0011	36	17.6						1,296	.0021	168	38	27	40.7
Phillips			40,683	.0331	4,787	.0191	118	57.8						9,811	.0161	241	431	272	58.5
Pike			11,792	.0096	579	.0023	49	28.9						1,806	.0031	162	45	26	73.1
Poinsett			29,695	.0241	2,653	.0106	66	32.4						5,127	.0084	173	212	198	7.1
Polk			14,857	.0121	1,236	.0049	83	40.7						2,150	.0035	145	120	55	118.2
Pope			26,547	.0216	2,272	.0091	86	42.2						5,303	.0087	200	175	99	76.8
Prairie			15,187	.0123	950	.0038	63	30.9						3,562	.0058	235	95	63	50.8
Pulaski			137,727	.1122	28,410	.1135	206	101.1	.075	.089	.107	.147	.111	72,033	.1185	523	2,550	1,936	31.7
Little Rock	110.0	81.6		.0665	22,623	.0905	277	135.8	.016	.006	.028	.011	.017						
North Little Rock		19.4		.0158	3,964	.0158	204	100.0											
Randolph			16,871	.0137	1,090	.0043	65	31.9						3,241	.0053	192	71	50	42.0
St. Francis			33,394	.0272	2,742	.0109	82	40.2						5,446	.0089	163	285	223	27.8
Saline			15,680	.0128	992	.0039	63	30.9						2,092	.0034	134	83	49	69.4
Scott			11,803	.0096	810	.0032	69	33.8						1,829	.0030	155	48	33	45.5
Searcy			11,056	.0090	407	.0016	37	18.1						1,729	.0028	156	31	19	63.2
Sebastian			54,426	.0443	11,097	.0443	204	100.0						28,135	.0463	517	755	795	5.0
Fort Smith	32.4	31.4		.0256	9,864	.0386	307	150.5	.034	.035	.058	.044	.051						

IN THIS AREA
699,355 Farms
439,574 Subscribers
to National Farm Papers

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203,448 NET PAID A B C CIRCULATION

ARKANSAS—(Continued)

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change	
	Zone	Municipal							Food	Clothing	Automotive	General Mdse.	Drugs							
Sevier			16,364	.0133	1,004	.0040	61	29.9						2,841	.0046	174	106	47	125.5	
Sharp			10,715	.0087	599	.0024	56	27.5						1,814	.0029	169	38	33	15.2	
Stone			7,993	.0065	227	.0009	28	13.7						679	.0011	85	18	7	157.1	
Union			55,800	.0454	8,063	.0322	144	70.6						21,456	.0353	385	973	823	18.4	
El Dorado	19.0	16.4		.0134	5,470	.0218	333	163.2	.016	.024	.032	.002	.030							
Van Buren			11,962	.0097	388	.0014	31	15.2						1,693	.0027	142	33	25	32.0	
Washington			39,255	.0319	5,550	.0222	141	69.1						10,581	.0174	270	355	287	23.7	
White			38,269	.0312	3,215	.0128	84	41.2						7,985	.0131	209	205	127	61.4	
Woodruff			22,682	.0185	1,563	.0062	69	33.8						2,356	.0038	104	136	87	56.3	
Yell			21,313	.0173	1,118	.0045	52	25.5						4,615	.0075	217	105	48	118.8	
STATE TOTAL			1,854,482	1.5105	180,095	.7193	97	47.5	.470	.346	.852	.662	.858	438,240	.7211	236	15,757	11,676	35.5	

LOUISIANA

Acadia			39,326	.0320	3,980	.0159	101	49.5						8,381	.0138	213	418	273	53.1
Allen			15,261	.0124	1,149	.0045	75	36.8						2,893	.0048	190	157	82	91.5
Ascension			18,438	.0150	1,516	.0060	82	40.2						2,801	.0046	152	115	75	53.3
Assumption			15,990	.0130	1,033	.0041	65	31.9						2,092	.0034	131	60	59	1.7
Avoyelles			34,926	.0284	1,955	.0078	56	27.5						3,868	.0064	111	206	159	29.6
Beauregard			14,569	.0119	1,073	.0042	74	36.3						2,567	.0042	176	169	62	172.6
Bienville			23,789	.0194	1,424	.0056	60	29.4						4,601	.0076	193	228	131	74.0
Bossier			26,388	.0231	1,892	.0075	67	32.8						3,926	.0065	138	299	167	79.0
Caddo			124,670	.1015	26,131	.1043	210	102.9						64,892	.1068	521	2,832	2,534	11.8
Shreveport	80.6	76.6		.0624	24,269	.0969	317	155.4	.069	.162	.132	.093	.134						
Calcasieu			41,963	.0342	7,344	.0293	175	85.8						17,335	.0285	413	1,224	644	90.1
Lake Charles	19.6	15.7		.0129	5,093	.0203	323	158.3	.015	.020	.035	.027	.015						
Caldwell			10,430	.0085	731	.0029	70	34.3						1,217	.0020	117	81	64	26.6
Cameron			6,054	.0049	136	.0005	22	10.8						440	.0007	73	97	28	246.4
Catahoula			12,451	.0101	772	.0030	62	30.4						1,434	.0024	115	96	47	104.3
Claiborne			32,285	.0263	2,256	.0090	70	34.3						5,272	.0087	163	328	306	7.2
Concordia			12,778	.0104	784	.0031	61	29.9						1,886	.0031	148	122	82	48.8
De Soto			31,016	.0253	2,151	.0085	69	33.8						4,607	.0076	149	304	167	82.0
East Baton Rouge			66,206	.0555	13,705	.0547	201	98.5						34,155	.0562	501	1,309	965	35.6
Baton Rouge	31.4	30.7		.0250	11,367	.0454	370	181.4	.035	.045	.048	.075	.043						
East Carroll			15,815	.0129	1,195	.0047	76	37.2						2,826	.0047	179	145	97	49.5
East Feliciana			17,449	.0142	759	.0030	43	21.1						2,031	.0033	116	100	87	14.9
Evangeline			25,483	.0207	917	.0036	36	17.6						2,480	.0041	97	158	88	79.5
Franklin			30,530	.0249	2,023	.0080	66	32.4						4,083	.0067	134	208	132	57.6
Grant			15,709	.0128	1,149	.0045	73	35.8						2,009	.0033	128	189	96	96.9
Iberia			28,192	.0230	2,474	.0098	88	43.1						5,631	.0096	207	322	200	61.0
Iberville			24,638	.0201	2,092	.0083	85	41.7						4,208	.0069	171	221	155	42.6
Jackson			13,806	.0112	1,561	.0062	113	55.4						3,246	.0053	235	166	101	64.4
Jefferson			40,032	.0326	3,740	.0149	93	45.6						4,399	.0072	110	255	227	12.3
Jefferson Davis			19,785	.0161	2,051	.0081	104	51.0						3,844	.0063	194	301	161	87.0
Lafayette			38,827	.0316	3,950	.0157	102	50.0						8,154	.0134	210	373	176	111.9
Lafayette	14.6	14.6		.0119	3,318	.0132	227	111.3	.007	.014	.015	.030	.010						
Lafourche			32,419	.0264	2,781	.0111	88	42.2						4,380	.0072	135	297	142	109.2
La Salle			11,688	.0095	1,158	.0046	99	48.5						2,693	.0044	231	132	90	46.7
Lincoln			22,822	.0186	1,786	.0071	78	38.2						3,433	.0056	150	256	173	48.0
Livingston			18,206	.0148	689	.0027	38	18.6						1,467	.0024	81	94	51	84.3
Madison			14,829	.0121	1,477	.0059	99	48.5						2,402	.0040	162	153	86	77.9
Morehouse			23,689	.0193	2,567	.0102	108	52.9						4,907	.0081	207	225	222	1.4
Natchitoches			38,477	.0313	2,424	.0096	83	39.9						4,367	.0072	113	276	160	72.5
Orleans			458,762	.3737	103,386	.4129	225	110.3						241,183	.3969	526	5,097	3,763	35.5
New Orleans	473.2	458.7		.3737	103,386	.4129	225	110.3	.405	.652	.312	.460	.589						
Ouachita			54,337	.0442	9,661	.0393	181	88.7						24,650	.0406	454	996	723	37.8
Monroe	32.5	26.0		.0212	8,091	.0323	311	152.5	.024	.048	.046	.040	.034						
Plaquemines			9,606	.0078	571	.0022	59	28.9						802	.0013	83	105	34	208.8
Poincote Coupee			21,007	.0171	1,051	.0042	50	24.5						596	.0010	28	115	87	18.6
Rapides			65,455	.0533	7,727	.0308	118	57.8						18,567	.0306	284	776	602	28.9
Alexandria	36.0	23.0		.0187	5,783	.0231	251	123.0	.018	.013	.029	.044	.026						
Red River			16,078	.0131	922	.0036	57	27.9						1,546	.0025	96	125	86	45.3
Richland			26,374	.0215	1,720	.0068	65	31.9						3,710	.0061	141	198	131	51.1
Sabine			24,110	.0196	1,907	.0076	79	38.7						3,028	.0050	126	244	165	47.9
St. Bernard			6,512	.0053	279	.0011	43	21.1						693	.0011	106	97	82	18.3
St. Charles			12,111	.0098	835	.0033	69	33.8						1,518	.0025	125	79	59	33.9
St. Helena			8,492	.0069	236	.0009	28	13.7						527	.0009	62	29	11	163.6
St. James			15,338	.0125	879	.0035	57	27.9						2,587	.0043	169	63	38	65.8
St. John the Baptist			14,078	.0115	952	.0038	68	33.3						1,678	.0028	119	59	25	136.0
St. Landry			60,074	.0489	4,392	.0175	73	35.8						7,984	.0131	133	490	331	48.0
St. Martin			21,767	.0177	1,335	.0053	61	29.9						2,174	.0038	100	222	70	217.1
St. Mary			29,397	.0239	2,454	.0098	83	40.7						4,702	.0077	160	161	103	56.3
St. Tammany			20,929	.0170	2,018	.0080	96	47.1						2,951	.0049	141	177	153	15.7
Tangipahoa			46,227	.0376	3,907	.0156	85	41.7						7,813	.0129	169	349	198	76.3
Tensas			15,096	.0123	1,163	.0046	77	37.7						2,431	.0040	161	108	92	17.4
Torrebbonne			29,816	.0243	2,652	.0105	89	43.6						3,569	.0059	120	225	142	58.5
Union			20,731	.0169	1,015	.0040	49	24.0						2,787	.0046	134	156	95	64.2
Vermilion			33,684	.0274	1,977	.0079	59	28.9						5,107	.0084	154	289	211	37.0
Vernon			20,047	.0163	1,343	.0053	67	32.6						2,536	.0042	127	122	71	71.8
Washington			29,904	.0243	3,480	.0139	116	56.9						8,693	.0143	291	405	293	38.2
Bogalusa		14.0		.0114	2,761	.0110	197	96.6	.009	.003	.010	.028	.007						
Webster			29,458	.0240	2,237	.0089	76	37.3						4,351	.0072	148	340	214	58.9
West Baton Rouge			9,716	.0078	845	.0033	87	42.6						874	.0014	90	57	62	-8.1
West Carroll			13,895	.0113	651	.0026	47	23.0						1,674	.0028	120	86	53	62.3
West Feliciana			10,924	.0089	450	.0018	41	20.1						956	.0016	88	55	38	44.7
Winn			14,766	.0120	1,153	.0046	78	38.2						1,974	.0032	134	131	69	89.9
STATE TOTAL			2,101,593	1.7117	264,123	1.0549	126	61.8	.862	1.052	1.073	1.050	1.306	590,792	.9721	281	23,272	16,300	42.8

TEXAS

COUNTIES Cities over 10,000	POPULATION			RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change
	Zone	Municipal							Food	Cloth- ing	Auto- motive	General Mdse.	Drugs						
Anderson			34,643	.0282	4,462	.0178	129	63.2						9,743	.0160	281	575	462	24.5
Palestine	15.0	11.4		.0093	3,501	.0139	306	150.0	.052	.012	.015	.016	.016	126	.0002	171	18	6	200.0
Andrews			736	.0008	33	.0001	45	22.1						8,304	.0137	299	409	302	35.4
Angelina			27,803	.0226	3,648	.0145	131	64.2						504	.0008	227	18	6	166.7
Aransas			2,219	.0018	216	.0008	97	47.5											
Archer			9,684	.0079	815	.0032	84	41.2						1,970	.0032	203	199	89	123.6
Armstrong			3,329	.0027	358	.0014	108	52.9						915	.0015	275	104	32	225.0
Atascosa			15,854	.0128	1,345	.0053	86	42.2						3,704	.0061	237	159	87	82.8
Austin			18,860	.0154	2,238	.0089	119	58.3						5,790	.0095	307	230	181	27.1
Bailey			5,186	.0042	663	.0026	128	62.7						1,190	.0020	229	84	66	27.3
Bandera			3,784	.0031	279	.0011	74	36.3						491	.0008	130	23	15	53.3
Bastrop			23,888	.0195	2,179	.0087	91	44.6						6,024	.0089	252	247	130	90.0
Baylor			7,418	.0060	1,292	.0051	174	85.3						3,536	.0058	477	119	116	2.6
Bee			15,721	.0128	2,294	.0091	146	71.6						5,555	.0091	353	365	257	42.0
Bell			50,030	.0407	6,138	.0245	123	60.3						14,773	.0243	295	549	345	59.1
Temple	15.3	15.3		.0125	3,741	.0149	244	120.0	.013	.017	.018	.020	.027						
Bexar			292,533	.2382	63,649	.2542	218	106.9						179,232	.2949	613	4,901	3,878	23.8
San Antonio	254.5	231.5		.1886	60,618	.2421	262	128.4	.198	.368	.305	.237	.306						
Blanco			3,842	.0031	419	.0016	109	53.4						1,080	.0017	276	13	17	—23.5
Borden			1,505	.0012	27	.0001	18	8.8						102	.0002	68	3	3	
Bosque			15,750	.0128	1,502	.0059	95	46.6						3,540	.0058	225	133	106	25.5
Bowie			48,563	.0396	3,612	.0144	74	36.3						10,758	.0177	222	598	485	23.3
Texarkana	32.8	16.6		.0135	2,414	.0096	145	71.1	.010	.017	.003	.014	.007						
Brazoria			23,054	.0188	2,794	.0111	121	59.3						7,549	.0124	327	467	223	109.4
Brazos			21,835	.0178	3,886	.0159	183	89.7						9,120	.0150	418	419	307	36.5
Brewster			6,624	.0054	952	.0038	144	70.6						2,473	.0041	373	81	45	80.0
Briscoe			5,590	.0046	499	.0019	89	43.6						2,173	.0036	389	73	62	17.7
Brooks			5,901	.0048	732	.0029	124	60.8						1,799	.0030	305	66	37	78.4
Brown			26,382	.0215	4,061	.0162	151	74.0						11,877	.0195	450	409	342	19.6
Brownwood	12.7	12.7		.0104	3,690	.0147	289	141.7	.013	.013	.020	.017	.040						
Burleson			19,648	.0162	1,425	.0056	72	35.3						3,951	.0065	199	182	110	47.3
Burnet			10,355	.0084	899	.0035	87	42.6						2,930	.0048	283	86	59	45.8
Caldwell			31,397	.0256	3,681	.0147	117	57.4						8,554	.0141	272	603	455	32.5
Calhoun			5,385	.0044	624	.0024	116	56.9						1,674	.0028	311	45	28	60.7
Callahan			12,785	.0104	1,040	.0041	81	39.7						2,322	.0038	182	176	63	179.4
Cameron			77,540	.0632	11,480	.0458	148	72.5						29,135	.0479	376	997	684	50.2
Brownsville	26.8	22.0		.0179	5,123	.0204	233	114.2	.033	.007	.011	.025	.018						
Harlingen	12.1	12.1		.0099	3,537	.0141	292	143.1	.011	.008	.015	.018	.015						
San Benito	10.7	10.7		.0088	1,526	.0060	142	69.6	.007		.007	.007	.006						
Camp			10,063	.0082	919	.0036	91	44.6						2,588	.0043	257	72	42	71.4
Carson			7,745	.0063	1,172	.0046	151	74.0						2,137	.0035	276	398	208	91.3
Cass			30,030	.0245	2,413	.0096	80	39.2						5,550	.0091	185	264	219	20.5
Castro			4,720	.0038	459	.0018	97	47.5						1,143	.0019	242	85	48	77.1
Chambers			5,710	.0047	525	.0021	92	45.1						1,335	.0022	234	159	96	65.6
Cherokee			43,180	.0352	3,719	.0148	86	42.2						9,732	.0160	225	700	392	78.6
Childress			16,044	.0131	3,075	.0122	192	94.1						8,395	.0138	523	251	244	2.9
Clay			14,545	.0118	1,143	.0044	79	38.7						4,307	.0071	296	91	100	—9.0
Cochran			1,963	.0016	173	.0006	88	43.1						647	.0011	330	20	8	150.0
Coke			5,253	.0043	239	.0009	45	22.1						671	.0011	128	31	14	121.4
Coleman			23,669	.0193	2,677	.0106	113	55.4						6,910	.0114	292	273	186	46.8
Collin			46,180	.0378	5,057	.0202	110	53.9						14,372	.0236	311	392	332	18.1
Collingsworth			14,461	.0118	1,869	.0074	129	63.2						5,703	.0094	394	176	121	45.5
Colorado			19,129	.0156	2,788	.0111	146	71.6						7,909	.0130	413	259	274	—5.5
Comal			11,984	.0098	2,146	.0085	179	87.7						5,067	.0083	423	224	153	46.4
Comanche			18,430	.0150	1,685	.0066	91	44.6						4,761	.0078	258	142	96	47.9
Concho			7,645	.0062	786	.0031	103	50.5						3,067	.0050	401	96	78	23.1
Cooke			24,136	.0197	3,170	.0128	131	64.2						7,766	.0128	322	272	210	29.5
Coyrell			19,999	.0163	1,839	.0065	82	40.2						7,147	.0118	357	172	103	67.0
Cottle			9,395	.0077	1,583	.0062	166	81.4						4,238	.0070	451	115	158	—27.2
Crane			2,221	.0018	339	.0013	153	75.0						1,463	.0024	659	125	123	1.6
Crockett			2,590	.0021	485	.0019	187	92.2						567	.0009	219	91	96	—5.3
Crosby			11,023	.0090	1,626	.0064	148	72.5						3,736	.0061	339	193	273	—20.3

IN A REGION THAT PRODUCES AND BUYS

SOUTH AND WEST TEXAS—of which region San Antonio is the marketplace—is certain to produce splendid crops this year. Bountiful winter and spring rains have put farms and ranches in excellent condition.

In diversified agriculture—both of crops and livestock—in oil and natural gas production, in wool and mohair and numerous other commodities this is one of the most richly productive sections. Besides, its markets are stable and disturbed comparatively little by economic conditions elsewhere in the country.

San Antonio Express and San Antonio Evening News thoroughly and effectively cover this excellent market. This means that they afford the national advertiser a most productive and resultful field for an extensive sales campaign.

SAN ANTONIO EXPRESS SAN ANTONIO EVENING NEWS Texas' Foremost Newspapers

T E X A S—(Continued)

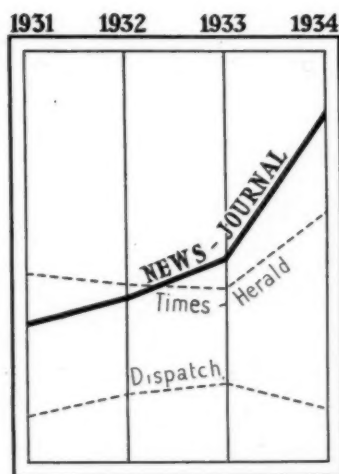
COUNTIES Cities over 10,000	POPULATION			RETAIL SALES—1933 OFFICIAL							ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES					
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change
	Zone	Municipal							Food	Clothing	Auto-motive	General Mdse.	Drugs						
Culberson.....			1,228	.0010	472	.0018	384	188.1						506	.0008	412	42	31	35.5
Dallam.....			7,830	.0064	1,662	.0066	212	103.9						4,253	.0070	543	148	76	94.7
Dallas.....	273.2	260.4	325,691	.2853	92,662	.3700	285	139.7	.244	.602	.310	.583	.372	255,624	.4206	785	9,139	7,431	23.0
Dallas.....				.2122	88,512	.3535	340	166.7											
Dawson.....			13,573	.0111	1,448	.0057	107	52.5						3,760	.0062	277	163	118	38.1
Deaf Smith.....			5,979	.0049	1,169	.0046	196	96.1						2,790	.0046	466	103	50	106.0
Delta.....			13,138	.0107	1,183	.0047	90	44.1						2,942	.0048	224	85	39	117.9
Denton.....			32,822	.0267	5,110	.0204	156	76.5						12,790	.0210	390	430	343	25.4
De Witt.....			27,441	.0224	3,925	.0156	143	70.1						10,216	.0168	372	205	167	22.8
Dickens.....			8,601	.0070	1,451	.0058	169	82.8						3,430	.0056	399	179	148	20.9
Dimmit.....			8,828	.0072	1,079	.0043	122	59.8						2,790	.0046	316	61	38	60.5
Donley.....			10,262	.0084	1,157	.0046	113	55.4						3,431	.0056	334	118	54	118.5
Duval.....			12,191	.0099	940	.0037	77	37.7						2,304	.0038	189	113	90	25.6
Eastland.....			34,156	.0278	4,617	.0184	135	66.2						13,320	.0219	390	698	491	42.2
Ector.....			3,958	.0032	941	.0037	238	116.7						2,290	.0038	579	215	109	97.2
Edwards.....			2,764	.0023	214	.0008	77	37.7						570	.0009	206	28	25	12.0
Ellis.....			53,936	.0439	5,950	.0237	110	53.9						13,916	.0229	258	616	565	9.0
El Paso.....			131,597	.1072	22,804	.0910	173	84.8						52,255	.0860	397	1,934	1,299	48.9
El Paso.....	102.4	102.4		.0834	21,346	.0852	208	102.0	.076	.069	.105	.124	.100						
Erath.....			20,804	.0169	2,681	.0107	129	63.2						6,437	.0106	309	191	161	18.6
Falls.....			38,771	.0316	2,842	.0113	73	35.8						6,164	.0101	159	234	146	60.3
Fannin.....			41,163	.0335	4,175	.0166	101	49.5						11,979	.0197	291	240	206	16.5
Fayette.....			30,708	.0250	3,760	.0150	122	59.8						10,905	.0179	355	275	244	12.7
Fisher.....			13,563	.0110	1,481	.0059	109	53.4						4,153	.0068	306	143	187	23.5
Floyd.....			12,409	.0101	2,244	.0089	181	88.7						5,884	.0096	473	218	134	62.7
Foard.....			6,315	.0051	841	.0033	133	65.2						2,160	.0036	342	93	98	5.2
Fort Bend.....			29,718	.0242	3,960	.0159	134	65.7						10,863	.0179	366	434	344	26.2
Franklin.....			8,494	.0069	316	.0012	37	18.1						875	.0014	103	38	12	216.7
Freestone.....			22,589	.0184	1,983	.0079	88	43.1						4,889	.0080	216	278	213	30.5
Frio.....			9,411	.0077	760	.0030	81	39.7						1,676	.0028	178	80	28	185.7
Gaines.....			2,900	.0023	306	.0012	109	53.4						717	.0012	256	37	22	68.2
Galveston.....			64,401	.0525	17,345	.0692	269	131.9						41,908	.0690	651	1,343	1,156	16.2
Galveston.....	52.9	52.9		.0431	15,611	.0623	295	144.6	.069	.056	.060	.056	.056						
Garza.....			5,586	.0045	1,050	.0041	188	92.2						2,566	.0042	459	127	143	11.2
Gillespie.....			11,020	.0090	1,740	.0069	158	77.5						4,127	.0068	375	123	62	98.4
Glasscock.....			1,263	.0010	67	.0002	53	26.0						133	.0002	105	26	16	62.5
Goliad.....			10,093	.0082	777	.0031	77	37.7						2,373	.0039	235	83	44	88.6
Gonzales.....			28,337	.0231	2,728	.0108	96	47.1						6,290	.0104	222	261	194	34.5
Gray.....			22,090	.0180	5,231	.0208	237	116.2						12,562	.0207	569	1,284	742	73.1
Pampa.....	15.0	10.4		.0085	4,511	.0180	431	211.3	.015	.007	.034	.021	.025						
Grayson.....			85,843	.0536	9,373	.0374	142	69.6						24,825	.0408	377	878	844	4.0
Sherman.....	15.7	15.7		.0128	4,131	.0165	263	128.5	.016	.017	.019	.021							
Denison.....	22.1	13.8		.0113	3,588	.0143	259	127.0	.013	.010	.020	.016	.017						
Gregg.....			15,778	.0129	14,698	.0587	932	456.9						11,993	.0197	760	3,809	2,284	66.8
Grimes.....			22,642	.0184	2,393	.0095	106	52.0						6,152	.0101	272	252	170	48.2
Guadalupe.....			28,925	.0236	2,722	.0108	94	46.1						6,521	.0107	225	203	211	3.8
Hale.....			20,189	.0164	4,207	.0168	208	102.0						12,173	.0200	603	571	377	51.5
Hall.....			16,966	.0138	1,954	.0078	115	56.4						4,690	.0077	276	156	144	8.3
Hamilton.....			13,523	.0110	1,675	.0066	124	60.8						4,264	.0070	315	150	101	48.5
Hansford.....			3,548	.0029	485	.0019	137	67.2						1,219	.0020	344	162	31	422.6
Hardeman.....			14,532	.0118	2,176	.0086	150	73.5						5,187	.0085	357	215	267	19.5
Hardin.....			13,936	.0114	1,554	.0062	112	55.0						4,335	.0071	311	283	133	112.8
Harris.....			359,328	.2927	109,792	.4385	306	150.0						235,680	.3878	656	11,326	8,938	26.7
Houston.....	293.4	292.3		.2381	98,392	.3929	337	165.2	.296	.540	.556	.312	.471						
Harrison.....			48,937	.0398	2,272	.0090	46	22.5						7,555	.0124	154	727	474	53.4
Marshall.....	27.1	16.2		.0132	1,299	.0051	80	39.2	.004	.004	.004	.009							
Hartley.....			2,185	.0018	205	.0008	94	46.1						489	.0008	224	21	22	4.5
Haskell.....			16,669	.0136	2,120	.0084	127	62.3						5,707	.0094	342	203	232	12.5
Hays.....			14,915	.0121	2,141	.0085	144	70.6						5,250	.0086	352	337	189	78.3
Hemphill.....			4,637	.0038	679	.0027	146	71.6						1,871	.0031	403	96	56	71.4
Henderson.....			30,583	.0249	2,733	.0109	89	43.6						5,692	.0094	186	289	227	27.3
Hidalgo.....			77,004	.0627	8,416	.0336	109	53.4						21,857	.0360	284	1,202	585	112.7
Hill.....			43,036	.0351	4,712	.0188	109	53.4						11,574	.0190	269	381	286	33.2
Hockley.....			9,298	.0076	992	.0039	107	52.4						2,495	.0041	268	140	130	7.7
Hood.....			6,779	.0055	473	.0018	70	34.3						1,214	.0020	179	43	21	104.8
Hopkins.....			29,410	.0240	2,591	.0103	88	43.1						5,462	.0090	186	185	165	12.1
Houston.....			30,017	.															

In Dallas ... Food and Drug Linage Reverses Field in Last Three Years

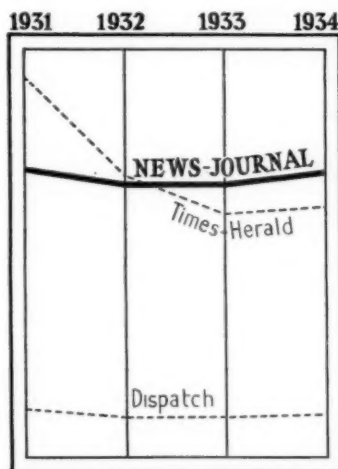
—Thanks to Advertisers' Approval of The News and The Journal

The recent depression and recovery months show clearly which newspapers in Dallas are chosen to carry the advertisers' load when the going is tough.

The "heads up" fight of these newspapers . . . their intelligent leadership . . . their adaptability to rapidly changing business conditions . . . explain their outstanding position today.



LOCAL DRUG LINAGE

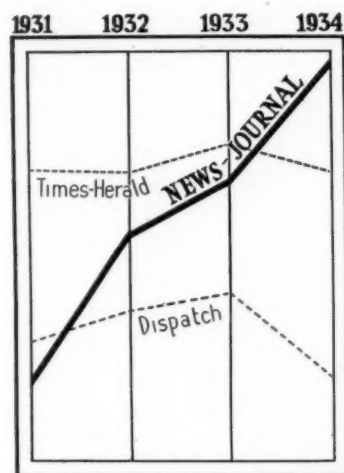


GENERAL FOOD LINAGE

The chart to the left and below, shows the volume of LOCAL drug advertising in all the Dallas newspapers, by years. The figures:

	1931	1932	1933	1934
News-Journal ..	211,755	250,396	311,013	527,800
Times-Herald ..	288,482	270,919	265,571	380,027
Dispatch	70,336	103,693	119,336	78,645

Linage Authority: Media Records, Inc.



LOCAL FOOD LINAGE

The chart above shows the volume of LOCAL food advertising in all Dallas newspapers, by years. The figures:

	1931	1932	1933	1934
News-Journal ..	181,566	520,537	647,320	926,111
Times-Herald ..	669,331	666,262	733,127	664,038
Dispatch	273,868	356,278	389,086	189,157

The chart to the left shows the volume of GENERAL food lineage in all Dallas newspapers, by years. The figures:

	1931	1932	1933	1934
News-Journal ..	442,764	421,272	420,147	445,583
Times-Herald ..	587,125	434,889	377,808	394,086
Dispatch	73,348	63,698	62,538	67,084



The Dallas Market Area

including, in its 37 counties of Northeast Texas, the East Texas Oil Field (the greatest in the World) . . . is FIRST in Texas in density of population . . . FIRST in wealth and spendable income and FIRST in food sales.

The Dallas Morning News The Dallas Journal

"Texas' Major Market Newspapers"

JOHN B. WOODWARD, Inc., Representatives

ASSOCIATES: THE SEMI-WEEKLY FARM NEWS,

THE TEXAS ALMANAC, RADIO STATION WFAA

TEXAS CENTENNIAL—1936—IN DALLAS AND OTHER CITIES OF THE STATE

T E X A S—(Continued)

COUNTIES Cities over 10,000	POPULATION			RETAIL SALES—1933 OFFICIAL							ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES						
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934-	1933	% change	
	Zone	Municipal							Food	Clothing	Auto-motive	General Mdse.	Drugs							
Kendall			4,970	.0040	921	.0036	185	90.7						2,471	.0041	497	114	95	20.0	
Kenedy			701	.0005										187	.0043	257	10	8	25.0	
Kent			3,851	.0031	294	.0011	76	37.3						545	.0009	142	47	54	-13.0	
Kerr			10,151	.0083	1,936	.0077	191	93.6						4,552	.0075	448	197	166	18.7	
Kimble			4,119	.0034	614	.0025	149	73.0						850	.0011	158	58	43	34.9	
King			1,193	.0010	109	.0004	91	44.6						273	.0004	229	11	16	-31.2	
Kinney			3,980	.0032	491	.0019	123	60.3						1,246	.0021	314	69	59	16.9	
Kleberg			12,451	.0101	1,704	.0068	137	67.2						4,757	.0078	382	186	107	73.8	
Knox			11,368	.0093	710	.0028	62	30.4						1,900	.0031	167	163	238	-31.5	
Lamar			48,529	.0395	5,456	.0217	112	54.9						11,912	.0196	245	475	347	36.9	
Paris	15.6	15.6		.0127	4,302	.0171	275	134.8	.013	.011	.023	.032	.026							
Lamb			17,452	.0142	1,884	.0075	108	52.9						4,150	.0068	238	332	261	27.2	
Lampasas			8,677	.0071	1,406	.0056	162	79.3						3,475	.0057	400	149	111	34.2	
La Salle			8,228	.0067	575	.0023	70	34.3						1,436	.0024	175	77	54	42.6	
Lavaca			27,550	.0224	2,508	.0100	91	44.6						6,166	.0102	224	338	238	42.0	
Lee			13,390	.0109	1,154	.0045	86	42.2						4,786	.0078	357	69	51	35.3	
Leon			19,898	.0162	1,712	.0068	86	42.2						3,817	.0063	192	156	144	8.3	
Liberty			19,868	.0161	2,479	.0099	125	61.3						6,085	.0100	306	528	301	75.4	
Limestone			39,497	.0322	3,540	.0141	90	44.1						8,772	.0145	222	318	294	8.2	
Lipscomb			4,512	.0037	713	.0026	158	77.5						1,763	.0029	391	98	51	92.2	
Live Oak			8,956	.0073	549	.0021	61	29.9						1,230	.0020	137	90	64	40.6	
Llano			5,538	.0045	905	.0036	183	79.9						1,900	.0031	343	72	45	60.0	
Loving			195	.0002	52	.0002	267	130.9						78	.0001	400	32	17	88.2	
Lubbock			39,104	.0319	9,798	.0391	251	123.0						23,845	.0393	610	1,068	1,092	-2.2	
Lubbock	23.0	20.5		.0167	8,368	.0334	408	200.0	.022	.025	.061	.042	.046							
Lynn			12,372	.0101	934	.0037	75	36.8						2,175	.0036	176	162	203	-20.2	
McCulloch			13,883	.0113	2,169	.0086	156	76.5						5,039	.0083	363	243	173	40.5	
McLennan			96,682	.0787	18,283	.0730	189	92.6						53,315	.0877	551	1,514	1,244	21.7	
Waco	52.8	52.8		.0430	15,206	.0607	288	141.2	.054	.070	.083	.074	.056							
McMullen			1,351	.0011	73	.0002	54	26.5						189	.0003	140	17	15	13.3	
Madison			12,227	.0100	1,557	.0062	127	62.3						3,193	.0053	261	163	112	45.5	
Marion			10,371	.0084	658	.0026	63	30.9						1,555	.0026	150	94	46	104.3	
Martin			5,785	.0047	318	.0012	55	27.0						670	.0011	116	37	24	54.2	
Mason			5,511	.0045	849	.0033	154	75.5						1,994	.0033	362	53	43	23.3	
Matagorda			17,678	.0144	2,510	.0100	142	69.6						6,218	.0102	352	300	188	58.6	
Maverick			6,120	.0050	1,145	.0045	187	91.7						2,335	.0038	382	116	65	78.5	
Medina			13,989	.0114	1,304	.0052	93	45.6						3,320	.0055	237	114	64	78.1	
Menard			4,447	.0036	616	.0024	139	68.1						1,515	.0025	341	89	74	20.3	
Midland			8,005	.0065	1,832	.0073	229	112.3						4,322	.0071	540	425	254	67.3	
Milan			37,915	.0309	2,582	.0103	68	33.3						5,802	.0095	153	389	220	67.7	
Mills			8,293	.0068	892	.0035	106	52.9						2,020	.0033	244	63	43	46.5	
Mitchell			14,183	.0116	1,908	.0076	135	66.2						4,902	.0081	346	249	195	27.6	
Montague			19,159	.0156	2,089	.0083	109	53.4						4,750	.0078	248	286	215	23.7	
Montgomery			14,588	.0119	4,333	.0172	297	145.6						8,180	.0135	561	565	545	3.7	
Moore			1,555	.0013	278	.0011	179	87.7						715	.0012	460	71	22	222.7	
Morris			10,028	.0082	893	.0035	89	43.6						2,110	.0035	210	103	89	15.7	
Motley			6,812	.0055	652	.0026	96	47.1						1,270	.0021	186	70	105	-33.4	
Nacogdoches			30,290	.0247	3,004	.0119	99	48.5						7,394	.0122	244	452	277	63.2	
Navarro			60,507	.0493	6,021	.0240	100	49.0						20,034	.0330	331	560	430	30.2	
Corsicana	26.8	15.2		.0124	4,283	.0171	282	138.2	.063	.014	.020	.017	.020							
Newton			12,524	.0102	874	.0034	70	34.3						1,821	.0030	145	54	52	3.8	
Nolan			19,323	.0157	3,356	.0134	174	85.3						8,699	.0143	450	311	331	-6.0	
Sweetwater	10.8	10.8		.0088	2,631	.0105	243	119.1	.009	.002	.015	.019	.018							
Nueces			51,779	.0422	11,007	.0439	213	104.4						24,108	.0397	466	1,767	1,226	44.5	
Corpus Christi	27.7	27.7		.0226	8,963	.0358	323	158.3	.025	.021	.054	.046	.042							
Ochiltree			5,224	.0043	1,153	.0046	221	108.3						2,420	.0040	463	202	36	461.1	
Oldham			1,404	.0011	212	.0008	151	74.0						532	.0009	378	12	8	50.0	
Orange			15,149	.0123	1,915	.0076	126	61.8						5,178	.0085	342	212	174	21.8	
Palo Pinto			17,576	.0143	2,702	.0107	154	75.5						7,122	.0117	405	279	219	27.4	
Panola			24,063	.0196	1,145	.0045	48	23.5						4,524	.0074	188	206	123	67.5	
Parker			18,759	.0153	2,293	.0091	122	59.8						5,698	.0094	304	209	147	42.2	
Parmer			5,869	.0048	720	.0028	123	60.3						1,657	.0027	282	123	93	32.3	
Pecos			7,812	.0064	1,374	.0054	176	86.3						3,849	.0063	493	264	166	59.0	
Polk			17,555	.0143	1,516	.0060	86	42.2						4,783	.0079	272	233	172	35.5	
Potter			46,080	.0375	13,321	.0532	289	141.7						31,173	.0513	676	1,590	1,172	35.7	
Amarillo	51.7	43.1		.0351	13,222	.0528	307	150.5	.038	.060	.087	.063	.100							
Presidio			10,154	.0083	896	.0035	88	43.1						2,845	.0047	280	114	75	52.0	
Rains			7,114	.0058	325	.0013	46													

TEXAS—(Continued)

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL							ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES				
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change
	Zone	Municipal							Food	Cloth- ing	Auto- motive	General Mdse.	Drugs						
Shelby			28,627	.0233	2,342	.0093	82	40.2						7,952	.0131	278	339	198	71.2
Sherman			2,314	.0019	252	.0010	109	53.4						563	.0009	243	67	12	458.3
Smith			53,123	.0432	12,660	.0505	238	116.7						30,773	.0506	579	1,926	1,070	80.0
Tyler	25.0	17.1		.0139	10,232	.0408	598	293.1	.028	.037	.064	.048	.052						
Somervell			3,016	.0025	238	.0009	79	38.7						650	.0011	216	15	10	50.0
Starr			11,409	.0093	504	.0020	44	21.6						1,884	.0031	165	87	34	155.9
Stephens			16,560	.0135	2,874	.0114	174	85.3						7,819	.0125	460	377	443	14.9
Sterling			1,431	.0012	315	.0012	220	107.8						710	.0012	496	53	42	26.2
Stonewall			5,667	.0046	580	.0023	102	50.0						1,270	.0021	224	53	71	25.4
Sutton			2,807	.0023	715	.0028	255	125.0						1,187	.0020	423	46	70	34.3
Swisher			7,343	.0060	1,320	.0052	180	88.2						2,953	.0049	402	185	106	74.5
Tarrant			197,553	.1609	45,207	.1805	229	112.3						119,380	.1964	604	3,725	3,344	11.4
Fort Worth	165.4	163.4		.1331	41,854	.1671	256	125.5	.130	.164	.202	.255	.125						
Taylor			41,023	.0334	9,320	.0372	227	111.3						22,066	.0363	538	905	750	20.7
Abilene	26.5	23.1		.0188	7,964	.0318	344	168.6	.021	.024	.046	.049	.048						
Terrell			2,660	.0022	449	.0017	169	82.8						1,096	.0018	412	42	31	35.5
Terry			8,883	.0072	921	.0036	104	51.0						2,123	.0035	239	158	94	68.1
Throckmorton			5,253	.0043	496	.0019	94	46.1						1,141	.0019	217	60	52	15.4
Titus			16,003	.0130	1,576	.0062	98	48.0						3,782	.0062	236	158	99	59.6
Tom Green			36,033	.0293	9,737	.0388	270	132.4						19,207	.0316	533	811	693	17.0
San Angelo	29.6	25.3		.0206	9,354	.0373	370	181.4	.026	.020	.059	.048	.041						
Travis			77,777	.0633	20,368	.0813	262	128.4						49,743	.0819	640	1,407	1,203	17.0
Austin	53.1	53.1		.0433	19,531	.0780	368	180.4	.067	.074	.088	.085	.124						
Trinity			13,637	.0111	632	.0025	46	22.5						1,430	.0024	105	158	102	54.9
Tyler			11,448	.0093	842	.0033	74	36.3						2,061	.0034	180	93	71	31.0
Upshur			22,297	.0182	2,142	.0085	96	47.1						4,196	.0069	188	389	180	116.1
Upton			5,968	.0049	1,574	.0062	264	129.4						3,120	.0051	523	179	184	2.8
Uvalde			12,945	.0105	1,829	.0073	141	69.1						4,861	.0080	376	210	103	103.9
Val Verde			14,924	.0122	2,343	.0093	157	77.0						5,658	.0093	379	243	181	34.3
Del Rio	11.6	11.6		.0095	2,137	.0085	183	89.7	.008	.002	.011	.012	.002						
Van Zandt			32,315	.0263	2,658	.0106	82	40.2						6,956	.0114	215	352	227	55.1
Victoria			20,048	.0163	4,232	.0169	211	103.4						9,848	.0162	491	473	354	33.6
Walker			18,528	.0151	1,803	.0072	97	47.5						4,811	.0079	260	254	145	75.2
Waller			10,014	.0082	1,384	.0054	136	66.7						3,337	.0055	333	157	200	21.5
Ward			4,599	.0037	586	.0023	127	62.3						1,463	.0024	318	132	57	131.8
Washington			25,394	.0207	2,677	.0106	105	51.5						6,330	.0104	249	226	189	19.6
Webb			42,128	.0343	6,091	.0243	145	71.1						13,123	.0214	312	529	402	31.6
Laredo	51.5	32.6		.0266	5,648	.0225	173	84.8	.022	.018	.026	.041	.026						
Wharton			29,681	.0242	4,769	.0190	161	78.9						11,302	.0186	381	504	356	41.6
Wheeler			15,555	.0127	2,049	.0081	132	64.7						5,200	.0086	334	344	233	47.6
Wichita			74,416	.0606	16,901	.0675	227	111.3						36,687	.0604	493	2,093	1,501	39.4
Wichita Falls	50.6	43.6		.0356	12,818	.0512	293	143.6	.038	.055	.067	.066	.089						
Wilbarger			24,579	.0200	4,331	.0173	176	86.3						10,451	.0172	425	444	392	13.3
Willacy			10,499	.0086	867	.0034	83	40.7						2,151	.0035	205	154	118	30.5
Williamson			44,146	.0360	5,957	.0237	135	66.2						15,485	.0255	351	482	352	36.9
Wilson			17,606	.0143	1,621	.0064	92	45.1						4,568	.0075	259	107	76	40.8
Winkler			6,784	.0055	749	.0029	110	53.9						1,900	.0031	280	188	138	36.2
Wise			19,178	.0156	1,620	.0064	84	41.2						4,103	.0068	214	105	91	15.4
Wood			24,183	.0197	3,198	.0127	132	64.7						6,747	.0111	279	282	189	49.2
Yoakum			1,263	.0010	44	.0001	35	17.2						200	.0003	158	12		
Young			20,128	.0164	3,313	.0132	165	80.9						7,585	.0125	377	726	451	61.0
Zapata			2,867	.0023	33	.0001	12	5.9						197	.0003	69	9	5	80.0
Zavala			10,349	.0084	1,073	.0042	104	51.0						2,913	.0048	281	83	54	53.7
STATE TOTAL			5,824,715	4.7444	965,561	3.8565	166	81.4	3.141	2.914	5.097	3.954	4.838	2,395,347	3.9415	411	106,622	80,447	32.5

Mountain States

MONTANA

Beaverhead			6,654	.0054	2,055	.0082	309	151.5							3,973	.0066	596	129	121	6.6
Big Horn			8,543	.0070	1,329	.0053	156	78.5							2,349	.0039	275	145	99	46.5
Blaine			9,006	.0073	1,745	.0069	194	95.1							2,947	.0048	327	167	116	43.9
Broadwater			2,738	.0022	446	.0017	163	79.9							1,072	.0018	392	49	19	157.8
Carbon			12,571	.0102	1,637	.0065	130	63.7							3,786	.0062	301	149	116	28.4
Carter			4,136	.0034	228	.0009	55	27.0							1,232	.0020	298	57	22	159.1
Cascade			41,146	.0335	11,398	.0455	277	135.8							24,471	.0403	595	931	577	61.4
Great Falls	31.3	28.8		.0234	10,349	.0413	359	176.0	.035	.034	.049	.055	.027							
Chouteau			8,635	.0070	1,184	.0047	137	67.2							3,220	.0053	373	161	85	89.4
Custer			11,242	.0092	2,722	.0108	242	118.6							6,233	.0103	554	235	158	48.7
Daniels			5,553	.0045	759	.0030	137	67.2							1,677	.0028	302	79	37	113.5
Dawson			9,881	.0080	1,769	.0070	179	87.7							3,982	.0066	403	109	92	18.5
Deer Lodge			16,293	.0133	2,549	.0101	156	78.5							5,822	.0096	357	141	97	45.4
Anaconda		12.4		.0102	2,469	.0098	198	97.1	.014	.010	.009	.006	.006							
Fallon			4,568	.0037	601	.0024	132	64.7							1,615	.0027	354	46	37	24.3
Fergus			16,531	.0135	3,378	.0134	204	100.0							7,757	.0128	469	254	159	59.7
Flathead			19,200	.0156	3,832	.0153	200	98.0							8,705	.0143	453	256	166	54.2
Gallatin			16,124	.0131	3,965	.0158	246	120.6							8,192	.0135	508	285	181	57.4
Garfield			4,252	.0035	213	.0008	50	24.5							510	.0002	120	25	19	31.5
Glacier			5,297	.0043	1,504	.0060	284	139.2							3,060	.0050	578	253	115	120.0
Golden Valley			2,126	.0017	175	.0006	82	40.2							427	.0008	201	6	16	62.5
Granite			3,013	.0025	502	.0020	167	81.9							1,211	.0020	402	45	17	164.7
Hill			13,775	.0112	2,934	.0117	213	104.4							6,834	.0112	496	221	147	50.3
Jefferson			4,133	.0034	490	.0019	119	58.3							1,065	.0018	258	34	31	9.7
Judith Basin			5,238	.0043	516	.0020	99	48.5							1,136	.0019	217	56	29	93.1
Lake			9,541	.0078	1,518	.0060	159	77.9							3,390	.0056	355	130	72	80.6
Lewis and Clark			18,224	.0148	6,616	.0264	363	177.9							11,500	.0189	631	554	373	48.5
				.5096		.0237		246.6	.025	.021	.025	.026	.019							
Helena	12.2	11.8		.0148	324	.0012	147	72.1							822	.0014	374	49	22	122.7
Liberty			2,198	.0018	1,016	.0006	147	72.1							2,716	.0045	383	83	39	112.8
Lincoln			7,089	.0058	3,016	.0040	143	70.1							575	.0009	120	32	48	33.3
McCone			4,790	.0039	1,009	.0012	65	31.9							2,339	.0038	370	86	54	59.3
Madison			6,323	.0052	1,045	.0041	165	80.9							1,037	.0017	456	31	32	3.1
Meagher			2,272	.0019	418	.0016	184	90.2							762	.0013	469	57	18	256.3
Mineral			1,626	.0013	299	.0011	184	90.2							13,980	.0230	642	494	355	39.2
Missoula			21,782	.0177	6,532	.0260	300	147.1	.020	.026	.035	.018	.022		1,873	.0032	258	63	62	1.6
				.0119	6,228	.0248	425	208.3												
Missoula	16.7	14.6		.0059	858	.0034	118	57.8												
Musselshell			7,242																	

MONTANA—(Continued)

COUNTIES Cities over 10,000	POPULATION			RETAIL SALES—1933 OFFICIAL							ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES					
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change
	Zone	Municipal							Food	Cloth- ing	Auto- motive	General Mdse.	Drugs						
Park			10,922	.0089	2,985	.0119	273	133.8						6,080	.0100	557	202	153	32.0
Petroleum			2,045	.0017	204	.0008	100	49.0						558	.0009	273	19	18	5.6
Phillips			8,208	.0067	1,272	.0050	155	76.0						2,885	.0048	351	143	78	83.3
Pondera			6,964	.0057	1,318	.0052	189	92.6						2,848	.0047	409	176	82	114.6
Powder River			3,909	.0032	198	.0007	51	25.0						472	.0008	121	50	31	61.3
Powell			6,202	.0051	1,171	.0046	189	92.6						2,480	.0040	397	131	82	59.8
Prairie			3,941	.0032	457	.0018	116	56.9						1,108	.0018	281	23	27	14.8
Ravalli			10,315	.0084	2,060	.0082	200	98.0						4,930	.0082	478	147	101	45.5
Richland			9,633	.0078	1,945	.0077	202	99.0						4,670	.0077	485	165	109	51.4
Roosevelt			10,672	.0087	1,893	.0075	177	86.8						4,945	.0081	463	207	87	137.9
Rosebud			7,347	.0060	928	.0037	126	61.8						2,371	.0039	323	102	64	59.4
Sanders			5,692	.0046	801	.0032	141	69.1						1,975	.0032	347	62	37	67.6
Sheridan			9,889	.0080	1,256	.0050	127	62.3						3,237	.0053	328	114	81	40.7
Silver Bow			56,969	.0464	13,694	.0547	240	117.6						32,465	.0534	570	789	574	37.5
Butte	67.8	39.5		.0322	12,526	.0500	317	155.4	.049	.046	.052	.064	.042						
Stillwater			6,253	.0051	669	.0026	107	52.5						1,276	.0021	204	67	32	109.4
Sweet Grass			3,944	.0032	527	.0021	134	65.7						1,248	.0021	325	38	31	22.6
Teton			6,068	.0049	1,073	.0042	177	86.8						2,583	.0043	425	195	78	150.0
Tooie			6,714	.0055	1,674	.0066	249	122.1						3,940	.0065	587	239	130	83.8
Treasure			1,661	.0014	232	.0009	140	68.6						449	.0007	270	15	12	25.0
Valley			11,181	.0091	1,762	.0070	158	77.5						4,394	.0072	393	560	99	465.7
Wheatland			3,751	.0031	663	.0026	177	86.8						1,545	.0025	412	59	46	28.3
Wibaux			2,767	.0023	291	.0011	105	51.5						670	.0011	242	14	22	36.4
Yellowstone			30,785	.0251	10,443	.0417	339	166.2						20,257	.0333	658	860	553	55.5
Billings	20.2	16.3		.0133	9,130	.0364	557	273.0	.028	.024	.056	.051	.018						
STATE TOTAL			537,606	.4379	112,382	.4489	209	102.5	.362	.258	.551	.399	.355	247,636	.4075	461	9,789	6,056	61.6

COLORADO

Adams			20,245	.0165	2,483	.0099	123	60.3						6,550	.0108	324	224	127	76.4
Alamosa			8,602	.0070	2,133	.0085	248	121.6						4,060	.0067	472	173	77	124.7
Arapahoe			22,647	.0184	3,022	.0120	133	65.2						7,677	.0126	339	358	235	52.3
Archuleta			3,204	.0026	325	.0013	101	49.5						842	.0014	263	28	10	180.0
Baca			10,570	.0086	1,162	.0046	110	53.9						2,775	.0046	263	154	57	170.2
Bent			9,134	.0074	1,058	.0042	116	58.9						2,530	.0042	277	177	89	98.9
Boulder			32,456	.0264	7,420	.0296	229	112.2						17,750	.0292	547	772	392	96.9
Boulder	11.2	11.2		.0091	3,686	.0147	328	160.8	.016	.017	.013	.008	.016						
Chaffee			8,126	.0066	17,50	.0069	215	105.4						3,495	.0058	430	114	73	56.2
Cheyenne			3,723	.0030	426	.0017	114	55.9						926	.0015	248	54	18	200.0
Clear Creek			2,155	.0018	586	.0023	272	133.3						914	.0015	424	76	32	137.5
Conejos			9,803	.0080	684	.0027	70	34.3						1,718	.0028	175	81	21	285.7
Costilla			5,779	.0047	319	.0012	55	27.0						722	.0012	125	48	19	152.6
Crowley			5,934	.0048	621	.0024	105	51.5						1,530	.0025	258	69	42	64.3
Custer			2,124	.0017	178	.0007	84	41.2						484	.0008	208	25	18	38.9
Delta			14,204	.0116	2,158	.0086	152	74.5						5,729	.0094	403	135	69	95.7
Denver			287,861	.2345	109,853	.4387	382	187.3						254,471	.4187	884	6,982	5,317	31.3
Denver	287.8	287.8		.2345	109,853	.4387	382	187.3	.358	.451	.379	.690	.638						
Dolores			1,412	.0012	87	.0003	62	30.4						285	.0005	202	14	5	180.0
Douglas			3,498	.0028	367	.0014	105	51.5						806	.0013	231	53	42	26.2
Eagle			3,924	.0032	584	.0023	149	73.3						1,347	.0022	343	50	38	31.6
Elbert			6,580	.0054	554	.0022	84	41.2						1,427	.0023	217	49	35	40.0
El Paso			49,570	.0404	15,568	.0621	314	153.9						30,798	.0507	621	1,065	789	35.0
Colorado Springs	40.2	33.2		.0271	14,107	.0563	424	207.8	.060	.049	.074	.047	.076						
Fremont			18,896	.0154	3,041	.0012	161	78.9						7,616	.0125	403	252	148	70.3
Garfield			9,975	.0081	1,674	.0066	168	82.4						3,927	.0065	394	108	50	116.0
Gilpin			1,212	.0009	144	.0005	119	58.3						310	.0005	256	20	4	400.0
Grand			2,108	.0017	553	.0022	262	128.4						1,177	.0019	558	56	32	75.0
Gunnison			5,527	.0045	1,035	.0041	187	91.7						2,725	.0045	493	104	42	147.6
Hinsdale			449	.0004	23	.0001	51	25.0						56	.0001	125	7	1	600.0
Huerfano			17,062	.0139	1,931	.0077	113	55.4						4,880	.0080	286	148	58	155.2
Jackson			1,386	.0011	288	.0011	208	102.0						630	.0010	454	21	25	16.0
Jefferson			21,810	.0178	2,735	.0109	125	61.3						6,510	.0107	299	398	226	76.1
Kiowa			3,786	.0030	298	.0011	62	30.4						643	.0012	170	38	12	216.7
Kit Carson			9,725	.0079	1,365	.0054	140	68.6						3,190	.0052	328	135	54	150.0
Lake			4,899	.0040	1,517	.0060	310	151.9						2,478	.0041	506	142	70	102.9
La Plata			12,975	.0106	2,360	.0094	182	89.2						5,542	.0091	427	158	64	146.9
Larimer			33,137	.0269	6,589	.0263	199	97.5						15,126	.0249	456	657	364	80.5
Fort Collins	11.4	11.4		.0094	3,851	.0153	335	164.2	.018	.008	.021	.014	.010						
Las Animas			36,008	.0293	4,319	.0172	120	58.8						11,489	.0189	319	326	182	79.1
Trinidad	11.7	11.7		.0010	3,445	.0137	294	144.1	.014	.008	.015	.017	.017						
Lincoln			7,850	.0064	914	.0036	116	56.9						2,160	.0036	275	127	56	126.8
Logan			19,946	.0162	3,673	.0146	184	90.2						9,248	.0160	489	271	129	110.1
Mesa			25,908	.0211	5,279	.0210	204	100.0						13,030	.0214	503	396	211	87.7
Grand Junction	10.2	10.2		.0083	4,220	.0168	412	202.0	.016	.015	.017	.020	.012						
Mineral			640	.0005	76	.0003	119	58.3						155	.0003	242	24	5	380.0
Moffat			4,861	.0040	870	.0034	179	87.7						2,022	.0033	416	71	34	108.8
Montezuma			7,798	.0064	971	.0038	125	61.3						2,254	.0037	289	124	21	490.5
Montrose			11,742	.0096	2,112	.0084	180	88.2						5,200	.0086	443	150	74	102.7
Morgan			18,284	.0149	2,883	.0115	158	77.5						6,100	.0100	334	331	161	105.6
Otero			24,390	.0199	4,114	.0164	169	82.8						10,507	.0173	431	394	247	59.5
Ouray			1,784	.0015	311	.0012	174	85.3						684	.0011	372	21	9	133.3
Park			20,552	.0017	493	.0019	240	117.6						852	.0014	415	128	49	161.2
Phillips			5,797	.0047	897	.0035	155	76.0						2,178	.0036	375	67	26	234.6
Pitkin			1,770	.0014	165	.0006	93	45.6						414	.0007	234	16	4	300.0
Prowers			14,762	.0120	2,004	.0080	136	66.7						5,872	.0087	398	225	102	120.6
Pueblo			66,038	.0538	13,693	.0546	207	101.5						35,330	.0581	535	1,223	822	48.8
Pueblo	50.0	50.0		.0408	12,868	.0513	257	126.0	.051	.033	.071	.076	.037						
Rio Blanco			29,80	.0024	440	.0017	148	72.5						1,125	.0019	378	42	27	55.6
Rio Grande			9,953	.0081	1,678	.0067	169	82.8						4,019	.0068	404	165	62	166.1
Routt			9,352	.0076	1,476	.0059	158	77.5						3,987	.0066	426	97	58	67.2
Saguache			6,250	.0051	439	.0017	70	34.3						1,132	.0019	181	72	32	125.0
San Juan			1,935	.0016	299	.0011	155	76.0						662	.0011	342	33	15	120.0
San Miguel			2,184	.0018	288	.0011	132	64.7						698	.0011	320	35	17	105.9
Sedgwick			5,580	.0045	935	.0037	168	82.3						2,341	.0039	416	64	18	255.6
Summit			987	.0008	200	.0008	203	99.5						430	.0007	436	13	18	18.7
Teller			4,141	.0034	1,060	.0042	256	125.5						2,140	.0035	517	135	70	92.9
Washington			9,591	.0078	824	.0032	86	42.2						1,659	.0027	173	70	20	250.0
Weld			85,097	.0530	9,301	.0371	143	70.0						27,597	.0454	424	1,001	579	72.9
Greeley	12.2	12.2		.0099	5,086	.0203	417	204.4	.021	.016	.031	.023	.008						
Yuma			13,613	.0111	1,709	.0068	126	61.8						4,380	.0072	322	115	38	202.6
STATE TOTAL			1,035,791	.8436	233,014	.9306	225	110.3	.854	.686	1.081	1.079	1.140	559,791	.9211	540	18,701	11,739	59.3

IDAHO

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	1934	1933	% change	
	Zone	Municipal							Food	Cloth- ing	Auto- motive	General Mdse.	Drugs							
Ada			37,925	.0309	12,555	.0501	331	162.2						24,834	.0409	655	943	540	74.6	
Boise	21.6	21.5		.0171	11,672	.0466	542	265.7	.026	.022	.058	.074	.090							
Adams			2,867	.0023	403	.0016	141	69.1						609	.0010	212	20	13	53.8	
Bannock			31,266	.0255	7,312	.0292	234	114.7						16,387	.0270	524	538	335	60.6	
Pocatello	18.3	16.4		.0134	6,346	.0253	385	188.7	.024	.022	.024	.026	.028							
Bear Lake			7,872	.0064	1,339	.0053	170	83.3						2,900	.0058	369	57	33	72.7	
Beneva			6,371	.0052	726	.0029	114	55.9						1,523	.0025	239	48	24	100.0	
Bingham			18,561	.0151	2,432	.0097	131	64.2						6,020	.0099	324	289	128	125.8	
Blaine			3,768	.0031	726	.0029	193	94.6						1,614	.0028	428	50	26	92.3	
Boise			1,847	.0015	171	.0006	93	45.6						372	.0006	201	18	3	500.0	
Bonner			13,152	.0107	1,854	.0074	141	69.1						5,650	.0093	430	100	30	233.3	
Bonneville			19,664	.0160	5,634	.0225	287	140.7						11,680	.0192	594	534	231	131.2	
Boundary			4,555	.0037	875	.0034	192	94.1						2,244	.0037	493	59	29	103.4	
Butte			1,934	.0016	237	.0009	123	60.2						497	.0008	257	27	14	92.9	
Camas			1,411	.0011	187	.0007	133	65.2						437	.0007	310	21	16	31.3	
Canyon			30,930	.0252	6,097	.0243	197	96.6						15,250	.0251	493	446	275	62.2	
Caribou			2,121	.0017	427	.0017	201	98.5						788	.0013	372	39	16	143.8	
Cassia			13,116	.0107	2,298	.0091	175	85.8						5,248	.0086	400	217	103	110.7	
Clark			1,122	.0009	138	.0005	123	60.3						302	.0005	269	17	8	112.5	
Clearwater			6,599	.0054	948	.0037	144	70.6						2,290	.0038	347	94	29	224.1	
Custer			3,162	.0026	443	.0017	140	68.6						1,068	.0018	338	42	16	162.5	
Elmore			4,491	.0037	1,082	.0043	241	118.1						1,950	.0032	434	67	45	48.9	
Franklin			9,379	.0076	1,240	.0049	132	64.7						3,058	.0050	326	106	35	202.9	
Fremont			9,924	.0081	1,268	.0050	128	62.7						2,983	.0049	301	106	37	186.5	
Gem			7,419	.0060	1,082	.0043	146	71.6						2,610	.0043	352	89	29	206.9	
Gooding			7,580	.0062	1,136	.0045	150	73.5						2,775	.0046	366	152	54	181.5	
Idaho			10,107	.0082	1,314	.0051	130	63.7						2,874	.0047	284	117	32	265.6	
Jefferson			9,171	.0075	885	.0035	96	47.1						2,247	.0037	245	137	36	280.6	
Jerome			8,358	.0068	1,185	.0047	142	69.6						2,129	.0035	255	224	91	146.2	
Kootenai			19,469	.0159	2,763	.0110	142	69.6						5,857	.0096	301	162	87	86.2	
Latah			17,798	.0145	3,175	.0126	178	87.3						7,457	.0123	419	251	115	118.3	
Lemhi			4,643	.0038	789	.0031	170	83.3						1,765	.0029	380	53	25	112.0	
Lewis			5,238	.0043	673	.0026	128	62.7						1,456	.0024	278	64	18	255.6	
Lincoln			3,242	.0026	593	.0023	183	89.7						1,122	.0019	346	84	28	200.0	
Madison			8,316	.0067	1,499	.0059	180	88.2						3,060	.0050	368	126	64	96.9	
Minidoka			8,463	.0068	1,312	.0052	156	76.5						2,647	.0044	315	128	59	116.9	
Naz Perce			17,591	.0143	4,935	.0197	280	137.3						9,095	.0150	517	296	134	120.9	
Oneida			5,870	.0039	641	.0025	109	53.4						1,580	.0026	269	43	24	79.2	
Owyhee			4,103	.0033	359	.0014	87	42.6						869	.0014	212	47	15	213.3	
Payette			7,318	.0059	1,305	.0052	178	87.3						2,710	.0045	370	113	48	135.4	
Power			4,457	.0036	595	.0023	133	65.2						1,210	.0020	272	51	21	142.9	
Shoshone			19,060	.0155	4,000	.0159	210	102.9						9,472	.0156	497	278	191	45.5	
Teton			3,573	.0029	418	.0016	117	57.4						886	.0015	248	61	23	165.2	
Twin Falls			29,828	.0243	8,006	.0319	268	131.4						17,241	.0284	578	808	312	159.0	
Valley			3,488	.0028	756	.0030	217	106.4						875	.0014	251	42	20	110.0	
Washington			7,962	.0065	1,593	.0063	200	98.0						3,313	.0055	416	52	51	2.0	
Yellowstone Park*			253	.0002																
STATE TOTAL			445,032	.3625	87,406	.3491	196	96.1	.267	.148	.424	.324	.319	190,954	.3142	429	7,216	3,463	108.3	

UTAH

Beaver			5,136	.0042	600	.0024	117	57.4						1,355	.0022	264	42	20	110.0
Box Elder			17,810	.0145	2,378	.0095	134	65.7						6,198	.0102	348	249	124	100.8
Cache			27,424	.0223	4,807	.0192	175	85.8						11,600	.0192	423	363	216	68.1
Carbon			17,798	.0145	3,570	.0142	201	98.5						8,579	.0141	482	196	211	—7.1
Daggett			411	.0003	36	.0001	88	43.1						132	.0002	321		1	
Davis			14,021	.0114	1,220	.0048	87	42.6						2,930	.0048	209	187	113	65.5
Duchesne			8,263	.0067	747	.0029	90	44.1						1,761	.0029	213	63	45	40.0
Emery			7,042	.0057	378	.0015	54	26.5						830	.0014	118	29	19	52.6
Garfield			4,642	.0038	217	.0008	46	23.0						534	.0009	115	26	11	136.4
Grand			1,813	.0015	291	.0011	161	78.9						557	.0009	307	11	4	175.0
Iron			7,227	.0059	1,338	.0053	185	90.7						3,136	.0052	434	137	75	82.7
Juab			8,605	.0070	1,077	.0043	125	61.3						2,764	.0045	321	61	38	60.5
Kane			2,235	.0018	167	.0006	75	36.8						465	.0008	208	40	5	700.0
Millard			9,945	.0081	957	.0038	96	46.1						2,150	.0035	216	108	49	120.4
Morgan			2,536	.0021	269	.0010	106	52.0						634	.0011	250	60	33	81.8
Piute			1,956	.0016	126	.0005	64	31.4						336	.0006	172	13	10	30.0
Rich			1,873	.0015	93	.0003	50	24.5						221	.0004	118	9	11	—18.2
Salt Lake			194,102	.1580	47,413	.1894	244	119.6						125,638	.2067	647	3,249	2,427	33.9
Salt Lake City	140.2	140.2		.1142	42,109	.1682	300	147.1	.004	.196	.176	.200	.179						
San Juan			3,496	.0028	156	.0006	45	22.1						422	.0007	121	10	3	233.3
Sanpete			16,022	.0130	1,347	.0053	84	41.2						3,248	.0053	203	118	53	122.6
Sevier			11,199	.0091	1,656	.0066	148	72.5						3,725	.0062	333	120	80	50.0
Summit			9,527	.0078	928	.0037	97	47.5						2,070	.0034	217	63	45	40.0
Tooele			9,413	.0077	906	.0036	96	47.1						2,060	.0034	219	132	69	91.3
Utah			9,035	.0073	842	.0033	93	45.6						2,313	.0038	256	80	57	40.4
Utah			49,021	.0399	7,866	.0314	160	78.4						16,670	.0307	381	628	333	88.6
Provo	14.7	14.7		.0120	3,851	.0153	260	127.5	.013	.019	.021	.015	.017						
Wasatch			5,636	.0046	541	.0021	96	47.1						1,295	.0021	230	52	21	147.6
Washington			7,420	.0060	950	.0037	128	62.7						2,234	.0037	301	102	34	200.0
Wayne			2,067	.0017	86	.0003	42	20.6						215	.0004	104	17	6	183.3
Weber			52,172	.0425	11,006	.0439	211	103.4						26,347	.0434	505	722	591	22.2
Ogden	41.6	40.2		.0328	10,746	.0429	267	130.9	.039	.038	.045	.053	.039						
STATE TOTAL			507,847	.4136	91,968	.3673	181	88.7	.286	.302	.443	.367	.381	232,419	.3824	458	6,887	4,704	46.4

WYOMING

COUNTIES Cities over 10,000	POPULATION			RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change
	Zone	Municipal							Food	Cloth- ing	Auto- motive	Gen- eral Mdse.	Drugs						
Albany			12,041	.0098	3,353	.0133	278	136.3						6,400	.0105	532	316	156	102.8
Big Horn			11,222	.0091	1,972	.0078	176	86.3						4,015	.0068	358	184	96	91.7
Campbell			6,720	.0055	984	.0039	146	71.6						1,844	.0030	274	91	42	116.7
Carbon			11,391	.0093	3,192	.0127	200	137.3						5,996	.0099	526	301	183	64.5
Converse			7,145	.0058	1,583	.0063	222	108.8						3,520	.0058	493	126	87	44.8
Crook			5,333	.0043	550	.0022	103	50.5						1,348	.0022	253	64	39	64.1
Fremont			10,490	.0085	2,355	.0094	224	109.8						5,270	.0087	502	197	75	162.7
Goshen			11,754	.0096	1,885	.0075	160	78.4						3,725	.0061	317	194	123	57.7
Hot Springs			5,476	.0045	1,096	.0043	200	98.0						2,439	.0040	445	79	33	139.3
Johnson			4,816	.0039	1,050	.0041	218	106.9						2,410	.0040	500	69	40	72.5
Laramie			26,845	.0219	7,952	.0318	296	145.1						15,250	.0251	568	745	539	38.2
Cheyenne	21.1	17.3		.0141	7,354	.0029	424	207.8	.023	.032	.034	.020	.010	4,616	.0076	424	166	88	88.8
Lincoln			10,894	.0089	2,117	.0084	194	95.1						14,867	.0245	613	602	443	35.9
Natrona			24,272	.0198	8,483	.0338	349	171.1											
Casper	18.5	16.6		.0135	7,564	.0302	455	223.0	.025	.027	.042	.039	.038	1,853	.0027	350	80	62	29.0
Niobrara			4,723	.0038	868	.0034	184	90.2						3,778	.0062	460	142	88	61.4
Park			8,207	.0067	1,918	.0076	234	114.7											
Platte			9,695	.0079	1,425	.0056	147	72.1						3,174	.0052	327	109	83	31.3
Sheridan			16,875	.0137	5,148	.0205	305	149.5						9,241	.0152	548	275	277	— .7
Sublette			1,944	.0016	356	.0014	183	89.7						670	.0011	344	66	35	88.8
Sweetwater			18,165	.0148	5,216	.0208	287	140.7						9,800	.0161	539	316	277	33.3
Teton			2,003	.0016	482	.0018	231	113.2						963	.0016	481	62	29	113.8
Uinta			6,572	.0054	1,699	.0067	259	127.0						3,382	.0056	515	120	58	106.8
Washakie			4,109	.0033	1,350	.0053	329	161.3						2,460	.0040	599	103	49	110.2
Weston			4,673	.0038	956	.0038	205	100.5						2,362	.0039	505	94	70	34.3
Yellowstone Park*			253	.0002										36	.0001	180	12	13	-7.7
STATE TOTAL			225,565	.1837	55,970	.2235	248	121.6	.174	.119	.293	.174	.242	109,219	.1797	484	4,513	2,945	53.2

ARIZONA

Apache			17,765	.0144	1,289	.0052	73	35.8						2,476	.0041	139	164	82	100.0
Cochise			40,998	.0333	5,670	.0228	138	67.6						14,568	.0240	355	558	330	69.1
Cocconino			14,064	.0114	3,501	.0140	249	122.1						7,277	.0120	518	304	172	76.7
Gila			31,016	.0252	3,093	.0123	99	49.2						7,660	.0126	247	285	158	80.4
Graham			10,373	.0084	1,454	.0058	140	68.6						4,129	.0068	398	118	77	53.2
Greenlee			9,886	.0081	636	.0025	64	31.4						1,522	.0025	154	59	34	73.5
Maricopa			150,970	.1230	32,519	.1302	215	105.4						76,930	.1266	510	2,424	1,361	78.1
Phoenix	93.0	48.1		.0392	23,729	.0947	493	241.7	.073	.051	.111	.124	.102	2,825	.0046	507	107	33	224.2
Mohave			5,572	.0045	1,371	.0055	246	120.6						2,825	.0046	507	107	33	224.2
Navajo			21,202	.0173	3,091	.0123	146	71.6						6,960	.0115	329	321	187	71.7
Pima			55,676	.0453	10,945	.0437	187	96.6						26,197	.0431	471	880	536	64.2
Tucson	33.0	32.5		.0264	9,863	.0039	303	148.5	.035	.020	.047	.047	.065						
Pinal			22,081	.0179	2,429	.0097	110	53.9						5,124	.0084	232	242	139	74.1
Santa Cruz			9,684	.0079	1,498	.0080	155	76.0						4,522	.0074	467	169	99	70.7
Yavapai			28,470	.0232	5,315	.0212	187	91.7						12,780	.0210	449	542	285	90.2
Yuma			17,816	.0145	3,438	.0137	193	94.6						8,895	.0144	499	299	132	126.5
STATE TOTAL			435,573	.3548	76,250	.3045	175	85.8	.278	.118	.369	.323	.333	181,865	.2993	418	6,472	3,625	78.5

NEW MEXICO

Bernalillo			45,430	.0370	11,547	.0461	254	124.5						25,168	.0414	554	1,136	680	67.1
Albuquerque	31.3	26.5		.0216	10,895	.0435	410	201.0	.030	.034	.063	.050	.052						
Catron			3,282	.0027	253	.0010	77	37.7						610	.0010	186	39	16	143.7
Chaves			19,549	.0159	3,479	.0139	178	87.3						8,445	.0139	432	451	249	81.1
Roswell	11.1	11.1		.0081	3,170	.0126	284	139.2	.006	.006	.022	.017	.011						
Colfax			19,157	.0156	2,510	.0100	131	64.2						6,322	.0104	330	274	203	34.9
Curry			15,809	.0129	2,519	.0100	159	77.9						6,461	.0106	409	321	214	50.0
De Baca			2,893	.0024	328	.0013	113	55.4						554	.0009	191	55	31	77.4
Dona Ana			27,455	.0224	2,360	.0094	86	42.2						5,842	.0096	213	387	178	106.2
Eddy			15,842	.0129	3,085	.0123	195	95.6						7,630	.0126	482	446	293	52.2
Grant			19,050	.0155	2,188	.0087	115	56.4						5,062	.0083	266	186	107	73.8
Guadalupe			7,027	.0057	720	.0028	102	50.0						1,710	.0028	243	64	49	30.6
Harding			4,421	.0036	246	.0009	58	27.5						566	.0009	128	51	27	88.8
Hidalgo			5,023	.0041	713	.0028	142	69.6						1,782	.0029	355	46	27	70.4
Lea			6,144	.0050	1,244	.0049	202	99.0						2,998	.0049	488	387	195	88.2
Lincoln			7,198	.0059	921	.0036	128	62.7						1,976	.0033	275	131	60	118.3
Luna			6,247	.0051	1,198	.0047	192	94.1						2,845	.0047	455	77	66	16.7
McKinley			20,643	.0168	2,973	.0118	144	70.6						6,804	.0112	330	348	173	101.2
Mora			10,322	.0084	377	.0015	37	18.1						1,225	.0020	119	48	22	118.2
Otero			9,779	.0080	1,087	.0043	111	54.4						2,581	.0042	264	164	79	107.6
Quay			10,828	.0088	1,652	.0066	153	75.0						3,939	.0065	363	200	102	96.0
Rio Arriba			21,381	.0174	658	.0026	31	15.2						2,417	.0040	113	105	39	169.2
Roosevelt			11,109	.0090	1,311	.0052	118	57.8						28,40	.0047	256	168	74	127.0
Sandoval			11,144	.0091	251	.0010	23	11.3						919	.0015	82	46	26	76.9
San Juan			14,701	.0120	1,032	.0041	70	34.3						2,468	.0041	168	115	48	139.6
San Miguel			23,636	.0193	2,739	.0109	116	56.9						6,380	.0105	270	203	173	17.3
Santa Fe			19,567	.0159	2,942	.0117	150	73.5						7,240	.0119	370	465	286	62.6
Santa Fe	11.1	11.1		.0091	2,575	.0102	230	112.7	.013	.006	.010	.009	.019						
Sierra			5,184	.0042	582	.0023	112	54.9						1,140	.0019	220	66	29	127.6
Socorro			9,611	.0078	906	.0036	94	46.1						1,950	.0032	203	66	42	57.1
Taos			14,394	.0117	726	.0029	50	24.5						1,174	.0019	82	59	36	63.9
Torrance			9,269	.0075	788	.0030	83	40.7						1,088	.0018	117	58	49	18.4
Union			11,036	.0090	1,137	.0045	103	50.5						3,118	.0051	282	78	64	21.9
Valencia			16,186	.0132	1,438	.0057	89	43.6						2,041	.0034	126	98	79	24.1
STATE TOTAL			423,317	.3448	53,994	.2157	128	62.7	.162	.084	.281	.186	.241	125,295	.2062	296	6,298	3,716	69.5

NEVADA

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Cap- ita \$	1934	1933	% change	
	Zone	Municipal							Food	Cloth- ing	Auto- motive	General Mdse.	Drugs							
Churchill			5,075	.0041	1,257	.0050	248	121.6						2,755	.0045	543	55	30	83.3	
Clark			8,532	.0069	4,871	.0191	571	279.						5,913	.0097	693	688	411	66.9	
Douglas			1,840	.0015	572	.0022	311	152.5						1,040	.0017	565	39	23	69.5	
Elko			9,960	.0081	2,489	.0099	250	122.6						5,737	.0094	576	193	81	138.3	
Esmeralda			1,077	.0009	200	.0008	185	90.7						472	.0008	438	27	12	125.0	
Eureka			1,333	.0011	190	.0007	143	70.1						480	.0008	360	13	10	30.0	
Humboldt			3,795	.0031	1,159	.0046	305	149.5						2,173	.0036	573	116	36	222.2	
Lander			1,714	.0014	374	.0014	218	106.9						868	.0014	507	36	6	500.0	
Lincoln			3,601	.0029	465	.0018	129	63.2						1,296	.0021	360	75	29	158.6	
Lyon			3,810	.0031	614	.0024	161	78.9						1,436	.0024	377	68	28	142.8	
Mineral			1,863	.0015	265	.0010	142	69.6						598	.0010	321	55	21	161.9	
Nye			3,989	.0032	922	.0036	231	113.2						2,057	.0034	516	95	43	120.9	
Ormsby			2,221	.0018	719	.0028	324	158.8						1,265	.0021	569	74	57	29.8	
Pershing			2,652	.0022	517	.0020	195	95.6						1,246	.0021	470	47	21	123.8	
Storey			667	.0005	174	.0006	26	12.7						303	.0005	45	27	20	35.0	
Washoe			27,158	.0221	11,563	.0461	426	206.8						17,853	.0290	650	728	411	77.1	
Reno	18.5	18.5		.0151	10,585	.0422	571	279.9	.035	.039	.052	.041	.054							
White Pine			11,771	.0096	2,329	.0093	198	97.1						5,413	.0089	460	123	89	38.2	
STATE TOTAL			91,058	.0742	28,680	.1145	315	154.4	.096	.072	.135	.071	.121	50,705	.0834	557	2,457	1,328	85.0	

Pacific States

CALIFORNIA

Alameda			474,883	.3868	146,030	.5832	308	151.0						343,633	.5634	723	8,393	6,987	20.1
Alameda	35.0	35.0		.0285	6,156	.0245	176	86.3	.046	.007	.029	.007	.029						
Berkeley	90.6	82.1		.0669	21,009	.0839	256	125.5	.120	.069	.090	.051	.103						
Oakland	432.8	284.0		.2314	103,904	.4149	366	179.4	.401	.430	.413	.654	.312						
San Leandro		11.4		.0933	1,943	.0077	170	83.3	.015	.002	.009	.004	.007						
Alpine			241	.0002										28	.0001	116	5	2	150.0
Amador			8,494	.0069	1,857	.0074	219	107.4						4,140	.0088	487	164	124	32.3
Butte			34,093	.0278	9,204	.0367	270	132.4						21,818	.0359	640	840	574	46.3
Calaveras			6,008	.0049	856	.0034	142	69.6						2,156	.0035	359	135	125	8.0
Colusa			10,258	.0836	2,949	.0117	287	140.7						7,202	.0119	702	263	171	53.8
Contra Costa			78,608	.0640	15,931	.0636	203	99.5						35,765	.0589	455	1,518	1,260	20.5
Richmond	23.8	20.0		.0164	4,475	.0178	223	109.3	.036	.012	.027	.012	.022						
Del Norte			4,739	.0039	1,349	.0053	285	139.7						2,741	.0045	578	122	70	74.3
Eldorado			8,325	.0068	1,734	.0069	208	102.0						4,203	.0069	504	149	85	75.3
Fresno			144,379	.1176	38,725	.1546	268	131.4						105,614	.1738	731	2,890	2,040	41.7
Fresno	66.5	52.5		.0428	27,879	.1113	531	260.3	.072	.143	.150	.107	.106						
Glenn			10,935	.0089	2,930	.0117	268	131.4						5,241	.0086	479	290	215	34.9
Humboldt			43,233	.0352	9,055	.0361	209	102.5						23,641	.0388	547	780	639	22.1
Eureka	15.7	15.7		.0126	4,998	.0199	317	155.4	.022	.009	.018	.028							
Imperial			60,903	.0496	13,363	.0534	220	107.8						32,165	.0529	528	1,305	890	45.2
Brawley	10.4	10.4		.0085	2,968	.0118	284	139.2	.013	.003	.012	.012	.013						
Inyo			6,555	.0053	1,524	.0060	232	113.7						3,675	.0060	561	181	148	22.3
Kern			82,570	.0673	23,605	.0942	286	140.2						59,697	.0982	723	2,670	1,594	68.1
Bakersfield	26.0	26.0		.0212	14,580	.0582	560	274.5	.044	.042	.085	.063	.042						
Kings			25,385	.0207	5,936	.0237	234	114.7						14,589	.0240	575	591	372	58.9
Lake			7,166	.0058	1,443	.0057	201	98.5						3,346	.0055	467	105	74	41.9
Lassen			12,589	.0103	3,067	.0122	244	119.6						7,640	.0126	607	282	183	54.1
Los Angeles			2,208,492	1.7968	694,731	2.7747	315	154.4						1,705,626	2.8066	777	47,439	43,911	8.0
Beverly Hills		17.4		.0142	5,035	.0201	289	141.7	.035	.006	.029	.003	.032						
Burbank	16.6	16.6		.0136	3,350	.0133	201	98.5	.014	.006	.020	.005	.020						
Compton		12.5		.0109	3,417	.0136	273	133.8	.022	.004	.018	.005	.009						
Huntington Park	24.5	24.5		.0200	10,858	.0433	441	216.2	.039	.059	.086	.030	.059						
Inglewood	19.4	19.4		.0159	4,336	.0173	223	109.3	.017	.011	.030	.018	.013						
Monrovia	10.8	10.8		.0089	2,622	.0112	259	127.0	.011	.008	.021	.008	.010						
Pomona	20.8	20.8		.0169	7,261	.0290	349	171.1	.028	.030	.040	.025	.027						
South Gate	19.6	19.6		.0159	2,464	.0098	126	61.8	.021		.010	.001	.016						
South Pasadena		13.7		.0112	2,524	.0100	184	90.2	.016	.002	.017	.001	.021						
Whittier	14.8	14.8		.0121	4,358	.0174	294	144.1	.022	.011	.028	.016	.015						
Alhambra	29.4	29.4		.0240	8,864	.0354	301	147.6	.057	.016	.045	.021	.052						
Glendale	67.7	62.7		.0511	19,773	.0789	315	154.4	.102	.056	.110	.062	.120						
Long Beach	144.9	142.0		.1157	41,676	.1664	293	143.6	.145	.227	.210	.137	.240						
Los Angeles	149.7	123.8		1.0084	453,340	1.8106	366	179.4	1.505	2.188	2.174	2.311	2.359				19,802	21,379	-7.4
Pasadena	100.4	76.0		.0620	28,540	.1139	375	183.8	.097	.110	.171	.122	.131						
Santa Monica	58.4	37.1		.0303	11,047	.0441	297	145.6	.049	.058	.043	.036	.010						
Madera			17,164	.0140	2,893	.0115	169	82.8						7,200	.0119	419	280	168	66.7
Marin			41,648	.0339	8,839	.0353	212	103.9						21,704	.0357	521	685	639	7.2
Mariposa			3,233	.0026	831	.0033	257	125.9						2,020	.0033	625	108	61	73.8
Mendocino			23,505	.0191	4,436	.0177	189	92.6						10,837	.0175	453	286	184	55.4
Merced			36,748	.0299	8,092	.0323	220	107.8						18,607	.0306	506	892	488	82.8
Modoc			8,038	.0065	1,154	.0046	144	70.6						3,849	.0063	479	149	79	88.6
Mono			1,380	.0011	275	.0011	202	99.0						442	.0007	325	40	25	60.0
Monterey			53,705	.0437	17,635	.0704	328	160.8						36,087	.0594	672	1,518	1,139	33.3
Salinas	10.2	10.2		.0084	7,246	.0289	708	346.1	.019	.019	.045	.017	.020						
Napa			22,897	.0186	5,640	.0225	246	120.6						12,283	.0202	536	430	341	26.1
Nevada			10,596	.0088	3,949	.0157	373	182.8						6,033	.0099	569	308	213	44.6
Orange			118,674	.0966	26,353	.1052	222	108.8						60,212	.0744	505	2,227	1,654	34.6
Anaheim	10.9	10.9		.0089	3,457	.0138	314	153.9	.015	.010	.012	.016	.016						
Fullerton	10.8	10.8		.0088	3,103	.0123	286	140.2	.013	.007	.026	.006	.013						
Santa Ana	30.3	30.3		.0247	10,313	.0411	340	166.7	.044	.039	.050	.040	.053						

CALIFORNIA—(Continued)

COUNTIES Cities over 10,000	POPULATION				RETAIL SALES—1933 OFFICIAL								ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES			
	City (in thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change
	Zone	Municipal							Food	Clothing	Auto- motive	General Mdse.	Drugs						
Placer			24,468	.0199	5,892	.0235	241	118.1						14,909	.0245	609	509	352	44.6
Plumas			7,913	.0064	1,412	.0056	178	87.3						3,480	.0057	440	80	87.5	
Riverside			81,024	.0660	17,155	.0685	212	103.9						44,293	.0729	547	1,708	1,168	46.2
Riverside	34.9	29.6		.0242	8,475	.0338	285	139.7											
Sacramento			141,999	.1157	47,988	.1916	338	165.7	.026	.022	.054	.033	.024	99,296	.1634	699	2,947	2,221	32.7
Sacramento	111.0	93.7		.0764	42,754	.1707	456	223.5	.138	.176	.207	.198	.191						
San Benito			11,311	.0092	2,526	.0100	223	109.3						6,056	.0100	535	193	150	28.7
San Bernardino			133,900	.1091	31,905	.0127	238	116.7						76,133	.1253	570	2,259	1,639	37.8
Ontario	19.0	13.5		.0111	4,704	.0187	348	169.6	.024	.007	.024	.011	.020						
Redlands	18.6	14.1		.0115	3,992	.0159	282	138.2	.020	.011	.024	.011	.014						
San Bernardino	37.4	37.4		.0305	13,559	.0541	382	177.4	.042	.050	.070	.061	.072						
San Diego			209,659	.1708	85,712	.2624	313	153.4						156,480	.2575	746	4,092	4,007	2.1
San Diego	160.7	147.9		.1205	53,917	.2153	364	178.4	.183	.228	.303	.205	.233						
San Francisco			634,394	.5167	254,075	1.0147	401	196.6						525,512	.8647	986	11,116	10,266	8.3
San Francisco	637.2	634.3		.5167	254,075	1.0147	401	196.6	.840	1.483	.780	1.260	1.064						
San Joaquin			102,940	.0838	27,540	.1099	268	131.4						69,020	.1136	670	2,154	1,452	48.3
Stockton	55.4	47.9		.0390	19,521	.0779	407	199.5	.061	.093	.095	.071	.061						
San Luis Obispo			29,613	.0241	8,618	.0344	291	142.6						17,811	.0293	601	533	466	14.4
San Mateo			77,405	.0630	20,009	.0799	258	126.5						48,452	.0797	626	1,766	1,660	6.4
Burlingame	13.2	13.2		.0108	5,585	.0223	421	206.4	.030	.012	.038	.013	.022						
San Mateo	28.6	13.4		.0109	4,341	.0173	323	153.3	.019	.006	.016	.016	.016						
Santa Barbara			85,167	.0530	24,848	.0992	381	186.8						48,788	.0803	749	1,582	1,265	25.1
Santa Barbara	37.5	33.6		.0274	16,833	.0672	501	245.6	.074	.082	.084	.034	.074						
Santa Clara			145,118	.1182	44,966	.1795	310	152.0						94,727	.1559	653	2,966	2,303	28.8
Palo Alto	15.0	13.6		.0111	7,770	.0310	589	278.9	.037	.030	.035	.017	.035						
San Jose	84.7	57.6		.0470	26,470	.1057	459	225.0	.106	.116	.124	.117	.085						
Santa Cruz			37,433	.0305	11,108	.0443	297	145.6						27,866	.0459	744	809	553	46.3
Santa Cruz	14.3	14.3		.0117	5,364	.0215	374	183.3	.022	.015	.023	.024	.021						
Shasta			13,927	.0113	4,442	.0177	319	156.4						9,844	.0162	707	323	198	63.1
Sierra			2,422	.0020	316	.0012	130	63.7						614	.0010	254	85	37	75.7
Siskiyou			25,480	.0208	8,058	.0242	238	116.7						14,970	.0246	588	496	306	62.1
Solano			40,834	.0333	8,645	.0345	212	103.9						21,300	.0350	522	839	717	17.0
Vallejo	22.0	14.4		.0118	4,975	.0198	344	168.6	.022	.007	.027	.025	.016						
Sonoma			62,222	.0507	21,074	.0841	339	166.2						42,880	.0706	689	925	914	1.2
Santa Rosa	15.0	10.6		.0886	8,128	.0324	764	374.5	.027	.022	.034	.037	.022						
Stanislaus			56,641	.0461	16,340	.0652	287	140.7						35,950	.0592	635	1,249	930	34.3
Modesto	18.3	13.6		.0113	9,658	.0385	698	342.2	.027	.031	.057	.035	.035						
Sutter			14,618	.0119	1,805	.0064	110	53.9						4,424	.0073	303	357	234	52.6
Tohama			13,886	.0113	3,422	.0136	247	121.1						7,795	.0128	582	291	154	89.0
Trinity			2,809	.0023	378	.0015	135	66.2						920	.0015	328	56	35	60.0
Tulare			77,442	.0631	15,343	.0612	198	97.1						39,426	.0649	509	1,332	852	56.3
Tuolumne			9,271	.0076	2,126	.0084	229	112.3						5,113	.0084	552	139	100	39.0
Ventura			54,976	.0448	14,237	.0588	259	127.0						29,309	.0482	533	1,278	917	39.4
San Buenaventura		11.6		.0095	5,279	.0210	455	223.0	.019	.020	.040	.016	.031						
Yolo			23,644	.0193	5,047	.0201	213	104.4						12,191	.0201	516	568	355	60.0
Yuba			11,331	.0092	5,673	.0226	501	245.6						8,641	.0142	763	369	272	35.7
STATE TOTAL			5,677,251	4.6241	1,722,879	6.8811	303	148.5	6.316	6.485	8.234	6.750	7.343	4,013,192	6.6037	707	135,925	119,446	13.8

WASHINGTON

Adams			7,79	.0063	1,110	.0044	144	70.6						3,532	.0058	458	112	42	166.7
Asotin			8,136	.0066	659	.0026	81	39.7						2,060	.0034	253	70	36	94.4
Benton			10,952	.0089	1,553	.0062	142	69.6						4,196	.0069	383	118	63	87.3
Chehalis			31,634	.0258	8,333	.0333	263	128.9						16,651	.0307	590	690	299	130.8
Wenatchee	11.6	11.6		.0095	5,859	.0234	504	247.1	.023	.017	.032	.021	.027						
Clallam			20,449	.0167	4,819	.0192	236	115.7						11,277	.0186	551	276	168	64.3
Port Angeles	10.1	10.1		.0083	2,956	.0118	290	142.2	.010	.006	.013	.012	.011						
Clark			40,316	.0328	6,403	.0255	159	77.9						13,744	.0226	341	556	276	101.4
Vancouver	15.7	15.7		.0128	4,346	.0173	276	135.3	.022	.011	.022	.016	.012						
Columbia			5,325	.0043	829	.0033	156	76.5						2,531	.0042	356	82	35	134.3
Cowlitz			31,906	.0260	5,864	.0234	184	90.2						11,488	.0189	360	480	305	57.4
Longview	16.9	10.6		.0067	2,850	.0113	268	131.4	.009	.009	.033	.023	.010						
Douglas			7,561	.0062	556	.0022	74	36.3						1,650	.0027	218	115	49	134.7
Ferry			4,292	.0035	347	.0013	81	39.7						1,020	.0017	238	30	13	130.8
Franklin			6,137	.0050	1,455	.0058	237	116.2						3,251	.0053	530	164	89	84.3
Garfield			3,662	.0030	669	.0026	183	89.7						1,665	.0027	455	100	35	185.7
Grant			5,866	.0046	881	.0035	155	76.0						2,586	.0043	456	115	22	422.7
Grays Harbor			59,982	.0489	10,150	.0405	169	82.8						26,483	.0436	442	690	576	19.8
Aberdeen	21.7	21.7		.0177	6,190	.0247	285	139.7	.025	.025	.032	.026	.017						
Hoquiam	12.7	12.7		.0104	1,981	.0079	155	76.0	.013	.005	.009	.005	.006						
Island			5,369	.0044	571	.0022	106	52.0						11,580	.0191	533	40	19	110.5
Jefferson			8,346	.0068	1,391	.0055	167	81.9						3,810	.0063	298	85	74	14.9
King			463,517	.3775	142,624	.5696	308	151.0						324,717	.5343	701	7,434	7,028	5.8
Seattle	390.6	365.5		.2978	129,096	.8156	353	173.0	.440	.574	.544	.716	.613						
Kitsap			30,776	.0251	7,226	.0288	235	115.2						11,926	.0196	388	529	349	51.6
Bremerton	12.7	10.1		.0063	4,895	.0195	481	235.8	.020	.010	.019	.017	.030						
Kittitas			18,154	.0148	3,728	.0148	205	100.5						9,007	.0148	496	251	137	83.2
Klickitat			9,625	.0080	1,654	.0066	168	82.4						3,940	.0065	401	115	44	161.4
Lewis			40,034	.0326	6,477	.0258	162	79.4						19,106	.0314	477	343	263	30.4
Lincoln			11,876	.0097	1,891	.0075	159	77.9						5,024	.0083	423	219	86	154.6
Mason			10,060	.0062	1,692	.0067	168	82.4						4,946	.0081	492	151	82	84.1
Okanogan			18,519	.0151	3,212	.0128	173	84.8						9,236	.0152	499	292	73	300.0
Pacific			14,970	.0122	2,280	.0091	152	74.5						6,609	.0109	442	161	129	24.8
Pend Oreille			7,155	.0056	698	.0035	126	61.8						2,754	.0045	385	41	16	156.3
Pierce			163,942	.1334	35,196	.1405	215	105.4						88,078	.1449	538	1,772	1,442	22.9
Tacoma	106.8	106.8		.0870	26,950	.1156	271	132.8	.123	.125	.130	.141	.086						
San Juan			3,097	.0025	457	.0018	148	72.5						1,399	.0023	452	16	17	—5.9
Skagit			35,142	.0266	5,816	.0232	165	80.9						17,190	.0283	469	403	231	74.5
Skamania			2,891	.0024	180	.0007	62	30.4						826	.0014	266	46	21	119.0
Snohomish			76,861	.0642	14,520	.0580	184	90.2						40,585	.0666	515	833	557	49.6
Everett	30.5	30.5		.0249	8,633	.0352	289	141.7	.040	.031	.042	.046	.027						

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The San Francisco Call-Bulletin

The largest evening newspaper in Northern California. Circulation concentrated 93% in San Francisco and Suburbs, reaching 65% of all the English Reading Families in the "City" area. The Call-Bulletin consistently carries MORE National Advertising than any other San Francisco Daily Newspaper.

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New York Chicago Detroit Boston Philadelphia Los Angeles San Francisco

P O I N T M A R K E T

WASHINGTON—(Continued)

COUNTIES Cities over 10,000	POPULATION			RETAIL SALES—1933 OFFICIAL										ALL SPENDABLE MONEY INCOME 1934			NEW PASSENGER CAR SALES		
	City (In thousands)		County	% of U. S. A. Total	Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	Index No.	% of U. S. A. Total					Total (thousands of dollars)	% of U. S. A. Total	Per Capita \$	1934	1933	% change
	Zone	Muni- cipal							Food	Cloth- ing	Auto- motive	Gen- eral Mdse.	Drugs						
Spokane			150,477	.1226	41,247	.1647	274	134.3						98,184	.1615	653	2,926	1,822	60.6
Spokane	115.5	115.5		.0941	38,375	.1532	332	162.7	.137	.154	.166	.191	.150						
Stevens			18,550	.0151	1,961	.0078	106	52.0						5,403	.0089	291	99	42	135.7
Thurston			31,351	.0255	5,967	.0238	190	93.1						12,001	.0197	383	489	317	54.3
Olympia	14.5	11.7		.0096	4,783	.0191	408	200.0	.020	.013	.021	.020	.007						
Wahkiakum			3,862	.0031	557	.0022	144	70.6						1,057	.0017	274	49	27	81.5
Walla Walla			28,441	.0232	7,492	.0299	263	128.9						16,787	.0276	590	587	320	83.4
Walla Walla	18.8	15.9		.0130	6,613	.0264	414	202.9	.021	.019	.030	.027	.025						
Whatcom			59,128	.0482	11,745	.0469	199	97.5						25,931	.0427	439	640	459	39.4
Bellingham	32.0	30.8		.0251	8,972	.0358	291	142.6	.038	.042	.027	.036	.036						
Whitman			28,014	.0228	6,013	.0240	215	105.4						14,463	.0238	516	704	265	165.7
Yakima			77,402	.0630	18,490	.0738	239	117.2						42,841	.0705	553	1,297	805	61.4
Yakima	27.9	22.1		.0180	12,414	.0495	562	275.5	.042	.041	.088	.056	.047						
STATE TOTAL			1,563,396	1.2734	368,171	1.4705	235	115.2	1.372	1.176	1.681	1.571	1.455	881,534	1.4505	584	23,120	16,633	39.0

OREGON

Baker			16,754	.0136	3,437	.0137	205	100.5						8,418	.0139	502	267	138	106.0
Benton			16,555	.0135	3,022	.0120	183	89.7						7,211	.0119	436	309	228	35.5
Clackamas			46,205	.0376	6,090	.0243	132	64.7						16,837	.0277	364	396	296	33.8
Clatsop			21,124	.0172	5,229	.0208	248	121.6						9,124	.0150	432	283	185	53.0
Astoria	10.3	10.3		.0084	3,674	.0146	355	174.0	.018	.018	.014	.011	.012						
Columbia			20,047	.0163	2,309	.0092	115	56.4						5,500	.0091	274	116	62	67.1
Coos			28,373	.0231	5,182	.0246	183	89.7						11,635	.0191	410	367	182	101.6
Crook			3,336	.0027	523	.0020	157	77.0						1,260	.0021	378	37	21	76.2
Curry			3,257	.0026	449	.0017	138	67.6						1,170	.0019	359	30	14	114.3
Douglas			14,749	.0120	3,620	.0144	245	120.1						7,789	.0128	528	304	132	130.3
Douglas			21,965	.0179	4,054	.0161	185	90.7						9,790	.0161	446	255	162	57.4
Gilliam			3,467	.0028	822	.0032	237	116.2						1,914	.0031	552	35	31	12.9
Grant			5,940	.0048	693	.0027	117	57.4						2,096	.0034	353	104	61	70.5
Harney			5,920	.0048	880	.0035	149	73.0						2,108	.0035	356	143	77	85.7
Hood River			8,938	.0073	1,843	.0073	206	101.0						4,412	.0073	494	102	56	82.1
Jackson			32,918	.0268	7,690	.0307	234	114.7						18,691	.0307	568	403	244	65.2
Medford	11.0	11.0		.0090	5,407	.0216	491	240.7	.040	.016	.024	.023	.013						
Jefferson			2,291	.0019	229	.0009	100	49.0						550	.0009	240	30	11	172.7
Josephine			11,498	.0094	2,811	.0112	244	119.6						6,162	.0101	536	143	125	14.4
Klamath			32,407	.0264	8,485	.0338	262	128.4						18,668	.0307	576	757	474	59.7
Klamath Falls	19.8	16.0		.0131	6,601	.0263	410	201.0	.025	.021	.042	.023	.022						
Lake			4,833	.0039	1,370	.0054	283	138.7						2,637	.0043	546	120	65	84.6
Lane			54,493	.0444	11,183	.0446	205	100.5						28,329	.0466	520	734	437	68.0
Eugene	18.9	18.9		.0154	8,229	.0328	435	213.2	.032	.027	.033	.038	.022						
Lincoln			9,903	.0081	1,537	.0065	165	80.9						4,057	.0067	410	72	41	75.6
Linn			24,700	.0201	3,728	.0148	151	74.0						14,789	.0243	599	281	152	84.9
Malheur			11,269	.0092	2,067	.0082	183	89.7						4,851	.0080	430	183	99	84.8
Marion			60,541	.0493	12,096	.0483	200	98.0						29,149	.0480	481	954	685	39.3
Salem	27.2	26.2		.0214	9,598	.0383	365	178.9	.022	.031	.051	.033	.058						
Morrow			4,941	.0040	769	.0030	156	76.5						1,963	.0032	397	79	29	172.4
Multnomah			338,241	.2755	109,371	.4368	323	158.3						238,411	.3923	705	5,987	4,973	20.4
Portland	314.7	301.8		.2458	105,885	.4228	351	172.1	.356	.360	.446	.707	.605						
Polk			16,858	.0137	1,643	.0065	97	47.5						4,782	.0078	282	115	75	53.3
Sherman			2,978	.0024	551	.0022	185	90.7						805	.0013	270	61	25	144.0
Tillamook			11,824	.0096	2,096	.0083	177	86.8						5,222	.0086	442	143	103	38.8
Umatilla			24,399	.0199	5,193	.0207	213	104.4						12,366	.0217	507	436	279	56.3
Union			17,492	.0142	3,494	.0139	200	98.0						8,500	.0140	486	245	156	57.1
Wallowa			7,814	.0064	1,099	.0043	141	69.1						2,786	.0046	357	66	45	46.7
Wasco			12,646	.0103	2,994	.0119	237	116.2						6,803	.0112	538	218	152	43.4
Washington			30,275	.0247	4,007	.0160	132	64.7						10,478	.0172	348	257	165	55.8
Wheeler			2,799	.0023	382	.0015	136	66.7						1,036	.0017	370	48	14	242.9
Yamhill			22,036	.0179	3,399	.0135	154	75.5						9,713	.0160	441	209	129	62.0
STATE TOTAL			953,786	.7768	224,447	.8964	235	115.2	.835	.590	1.046	1.018	1.043	519,992	.8556	545	14,309	10,123	41.4

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